No. 290
October 1989

MAD IND ®

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IN THIS ISSUE WE SLIME GHOSTBUSTERS II

0 70989 33230 0 10

WHEN YOU THINK OF GREAT AMERICAN SPORTS, YOU THINK OF . . .

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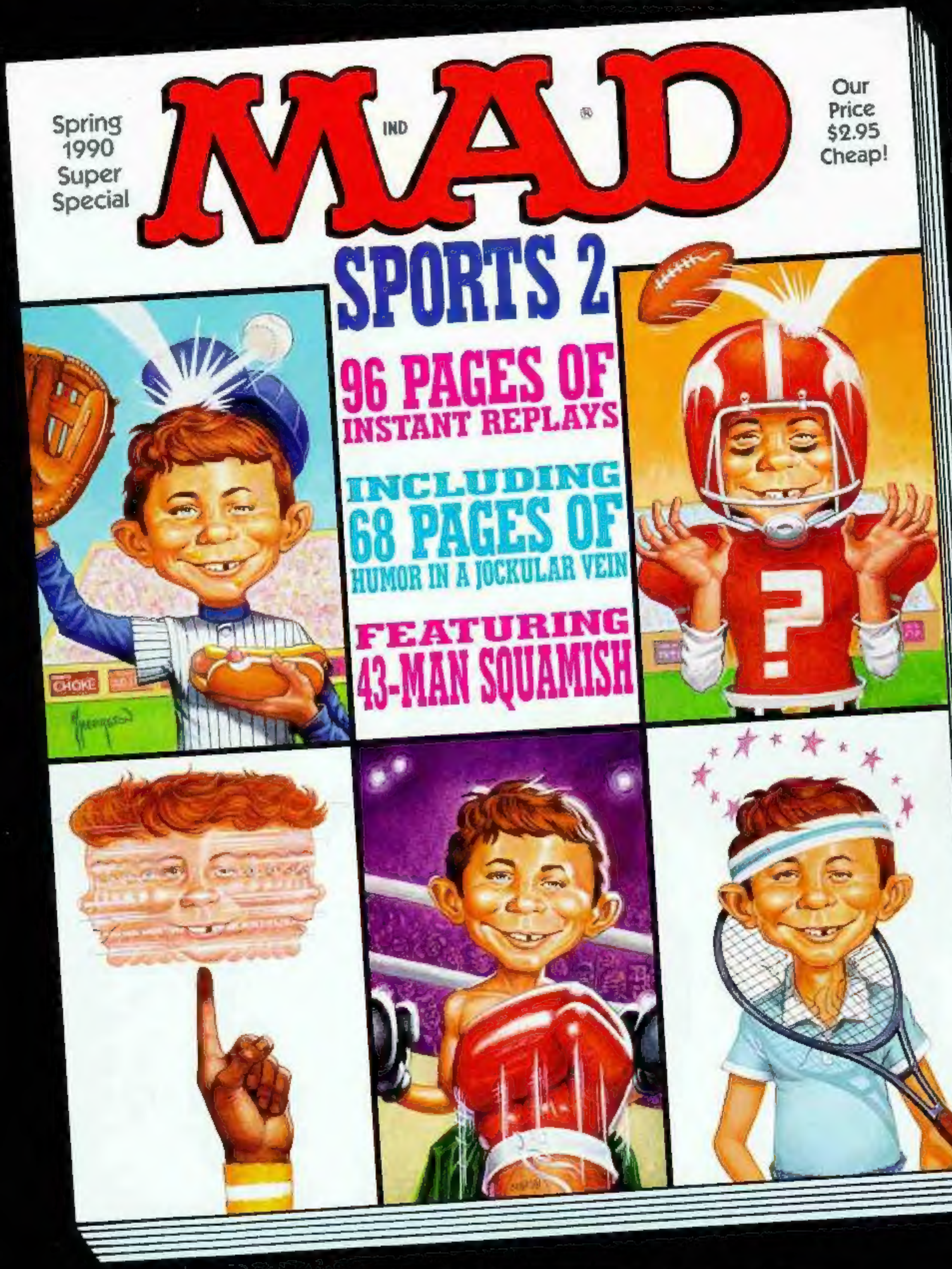

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NUMBER 290 OCTOBER 1989

MAD

"The trouble with learning from experience is that you get the test before the lesson!" —Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: SAM VIVIANO

BACK COVER PHOTOGRAPHER: IRVING SCHILD

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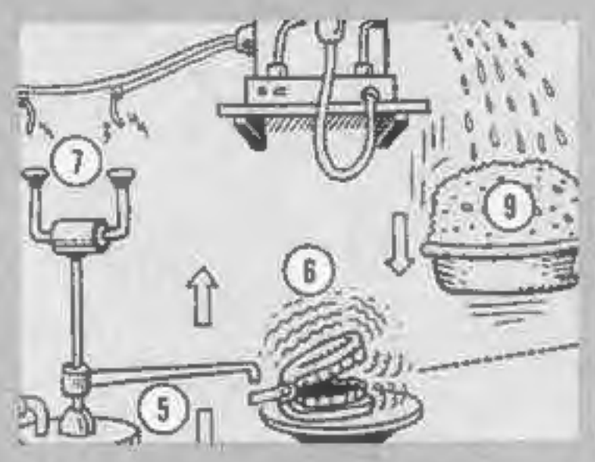

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USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPT.

DOUBLE VISION-IN REVERSE?

You dopes!! In your satire "Twinge" (MAD #288), you got the names mixed up. In *Twins*, Danny DeVito was Vincent and Arnold Schwarzenegger was Julius. In your version it was the other way around. Face it, you guys screwed up!

Charlie Coniglio
Yardley, PA

Hey, cut us some slack! So we had trouble telling them apart...They were TWINS, remember?!?—Ed.

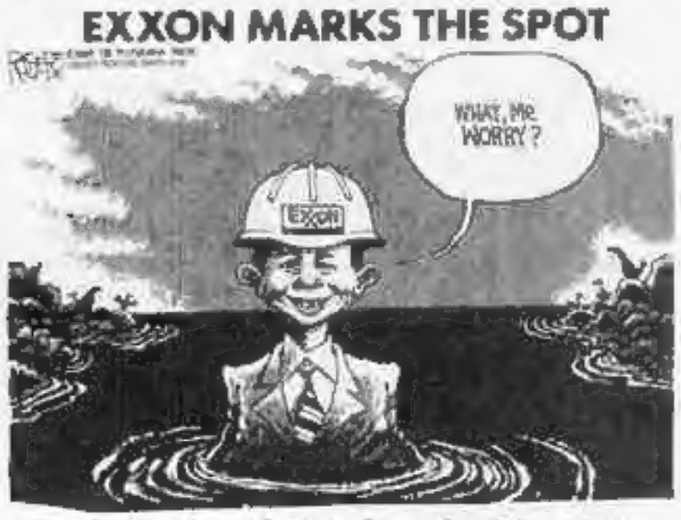
BOOK MOCKS

I cut out the MAD "Squashed Bug Collection" bookmark from the back cover of issue #287 and put it in my school reading textbook. My teacher saw it and the next thing you know I was scraping dead bugs off the window in our classroom after school. You can have your crummy bookmark back, you morons!

Josh Timken
Boulder, CO

Scraping dead bugs off of windows? Terrific! And they say our schools aren't teaching students skills they can use to get jobs when they graduate (or in your case, drop out)!—Ed. PhD.

EXXON MARKS THE SPOT



Chuck Brutz of Pittsburgh, PA sent us this recent cartoon from the Pittsburgh Press. To see what we think of Exxon, sneak an oily peek at our back cover!

"SHORTS" SUBJECT

Who's the hunk with the cool shorts and the great bod on "MAD Shorts" (Super Special #68)?

Homer "Scooter" Gonzalez
Rochester, NY

"Scooter" Gonzalez? Weren't you a Warner Bros. cartoon character back in the 50's? Say hi to Pepe LePew for us!—Ed.

Who's the fat slobbo on the cover of your Fall '89 "MAD Shorts" Super Special?

Leslie Deppert
Punta Gorda, FL

The stomach you refer to belongs to none other than respected Oscar winner Robert DeNiro, who, as he did in "Raging Bull" and "The Untouchables," bloated up 87 pounds to pose for our cover. Thanks again, Bobby!—Ed.

HEAVY METAL MADNESS

Listen you #$!&*, me and 15 others are totally &%@! @#+?! about your put-down of Metal! Where the *()&¢ hell do you get off doing that @+¢!@? Just two words to let you know how we feel—$&%* you!

A Headbanger
Pleasant Hill, IL

Your letter has caused great controversy in our office—50% of our staff thinks you're a stupid drooling pea-brained putz while the other 50% disagrees and says you're an insignificant puss-ridden stuttering geek! There is one thing we all agree on, however—you're a schmuck! Thanks for writing!—Ed.

As a 17-year-old in the small but intelligent minority of teenagers who hate 80's music in general and Heavy Metal in particular, I'd like to compliment your making fun of the most unimaginative, pointless, irrelevant and unlistenable "musical" garbage that the music industry has ever been shameless enough to throw in our faces, which is endlessly pumped out by groups of talentless clowns who think leather, spandex and animal sacrifices are a replacement for any sort of musical competence whatsoever!

Charles F. Savoy IV
Baton Rouge, LA

Chuck—Lighten up! Chill out! Catch your breath! Now what exactly are you trying to say—do you like Heavy Metal or what?—Ed.

Who gives you the right to make fun of some of the most successful bands in rock? Poison does not wear lacy lingerie and does not have any confusion over their sexual identity! They are awesome men who love women. I know because I've met the band. Yes, they do wear makeup, but that's only because they are trying to entertain, be different, and it just so happens that it makes them look good!

Mandy Knife
Westerville, OH

Mandy—just what do you mean by "met the band"? More importantly, just what do you mean by "awesome"? Hey, wait a minute, what do you mean by "Mandy"? Are you a man or a woman?? Good God, your letter is depraved! —Ed.

I'd like you to know that Ozzy Osbourne does not have his name tattoed on his tongue and his head is not in the shape of an eggplant!

Mark Granke
Williamsville, NY

Happy to correct the error. Actually, Ozzy's tongue is shaped like an eggplant. You don't want to know where his name is tattooed, but here's a clue—bring a miner's lamp!—Ed.

As the saying goes, imitation is the sincerest form of flattery. We got a big kick out of "Meral Sludge." Great parody!

Gerri Miller
Executive Editor
Metal Edge Magazine

Thank you! You like us! You really like us!—Ed.

Other headbangers who absolutely loved our Meral humor and wrote to tell us what a super duper job they think we did include:

Brian Hensley, Houston, TX; Matt Mower, Riverside, CA; Tracy Osborne, Las Vegas, NV; Angel Gottschal, Westmont, IL; Mark Reynolds & Tom Brooks, Lynn, MA; Shanna Cook, Water Valley, KY; Dorothy Riggs, Yakima, WA; Brian Heileson, Portland, OR; Paul Rosciani, Chicago, IL; Kathy Stewart, Macon, GA; Martin Kwiecinski, Buffalo, NY; E.L. DeVille, Shippensburg, PA; Pam Aston, Magna, VT; Doug Muldowney, Brighton, MI; April Szidik, Norwalk, CT; Heather Burch, Burlington, NC; Tawny, Arlington, TX; Roxanne DeGruty, Houston, TX; Jonathan Blount, Who Knows Where!

SLY STALLONE'S WORST NIGHTMARE

So who should MAD's own Dave Berg run into on his last trip to his Doctor's office? None other than Sylvester Stallone, hard at work on the set of his new film *Lockup* (top picture)! After some fast talking by Dave's agent Mitch Berg (left), Sly agreed to use Dave as his stunt double! This occured only minutes after actor John Amos (bottom picture), who also stars in *Lockup*, agreed to use Dave as his fashion consultant! Ah, Hollywood!

MORE METAL! MORE METAL!

I was embarrassed (for myself and fellow Metalheads) to see weenie nerds carrying what looked like a totally awesome Metal mag. I was greatly relieved to discover these weirdos weren't trying to join the ranks of really cool people (like myself), but were only drowning in another boring issue of MAD!

Misty Hale
Starkville, MS

Miss Misty—your referring to yourself as "really cool" is akin to Dan Quayle referring to himself as a War Hero!—Ed.

SUPER SPECIAL COMMENTS

I just bought the "MAD Sports 2"Super Special (#70) and noticed a shape on the spine of the magazine that sort of resembled ¼ of Alfred E. Neuman's head along with what kind of looked like in a vague sort of way part of what could possibly be the MAD logo. Does this mean that if I get the next three Super Specials (of which #71 goes on sale Nov. 30th), I'll get the rest of the picture?

William Mildred Farnsworth
Higgenbottom Gaines, IX
New York, NY

Perhaps!—Ed.

Please Address All Correspondence To:
MAD, Dept. 290, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating M.C. and Lou on their marriage!

THE SECOND SLIME AROUND DEPT.

What's the hot-action, feel-good hit of the summer that people are flocking to see? *Batman*, of course! Which is why MAD now proudly presents its satire of...

GROSS

Why are Bill Murray, Dan Aykroyd and Harold Ramis playing the same roles they played in almost the same movie more than five years ago?

Look at the **awful films** they were in when they tried something **different**: Ramis in ***Baby Boom***; Murray in ***The Razor's Edge*** and ***Scrooged***; Aykroyd in ***Spies Like Us, The Great Outdoors, The Couch Trip*** and ***My Stepmother is an Alien***—all **bombs!!**

I guess the **Sly Stallone** philosophy **really applies**: "If at first you **do** succeed, do it **over** and **over** and **over again!**"

HEADS UP!

PINPOINT

OUCH!

At the end of ***Ghostbusters I***, we were **big heroes!** Now we're **bums!** **What happened?**

Two things: First, the **marshmallow man** you **exploded** resulted in **lawsuits** because it gave **half** the **people** in New York **diabetes!** Second, it's **another** Sly Stallone philosophy: "To **guarantee** that the audience will like the stars of a movie, keep **returning** them to the **underdog roles!**"

Why is the **baby** so **disturbed?**

How secure would **you** feel if your mother once turned into a **monster-killing dog?!!**

CRY BABY ON BOARD

BUSTERS II

ARTIST: MORT DRUCKER WRITER: STAN HART

What made you choose this dangerous line of work?

I'm fascinated by terrifying occurances that people can neither understand nor explain!

Yeah. like what?

Like Dan Quayle being Vice President!

Everyone thought you and Peter would live happily ever after!

I left him and his Grossbusters to stay with a group with a lot more class—some Gorillas in the Mist of Africa! That's where my baby was born!

And who is the baby's father?

It's hard to tell. There was an awful lot of mist!

EXORCIST CORP.

As clergymen, we're against people believing in fantastic nonsense like supernatural phenomena.

Yeah. You want people to believe in everyday stuff like Noah and the Ark, Jonah and the Whale, and talking serpents with apples!

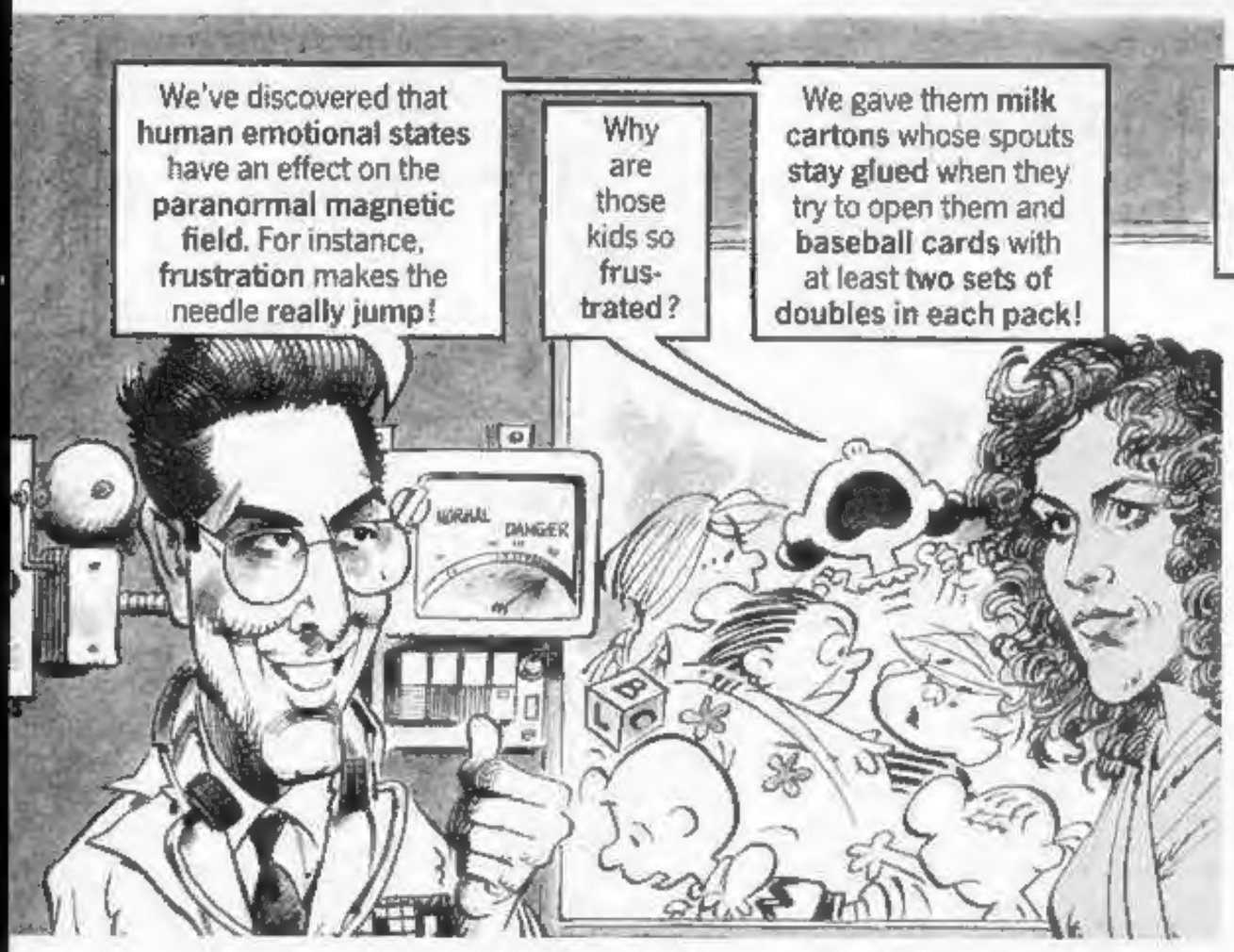
MORT DRUCKER

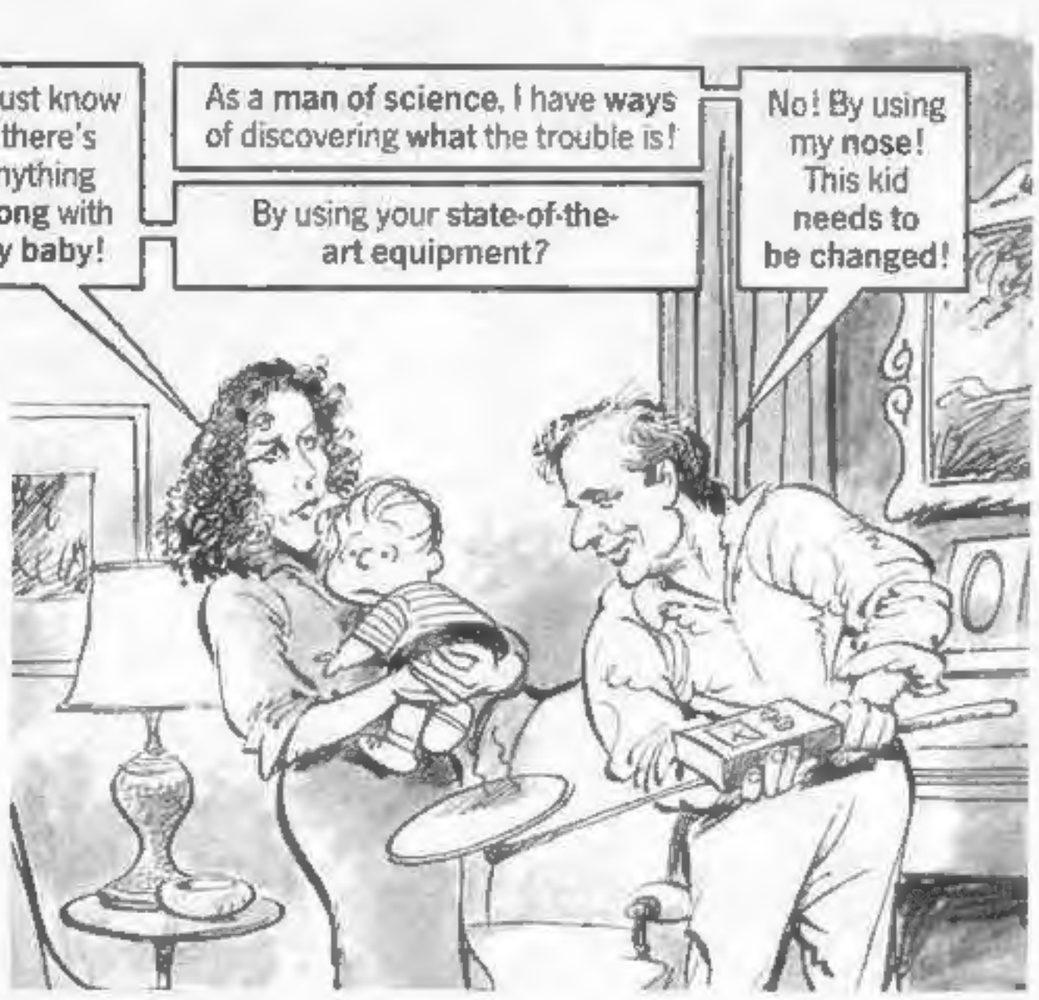
I know that babies get gas, but this one reminds me of some of the guys on my Friday night bowling team!
No matter how much I yell for him to stop, he ignores me!
I know what he's going to be when he grows up!
What?
A Manhattan taxi cab driver!
42 ST
KATIE
MAXWELL KORN
HOME OF THE KEPI
I BRAKE FOR DEMONS

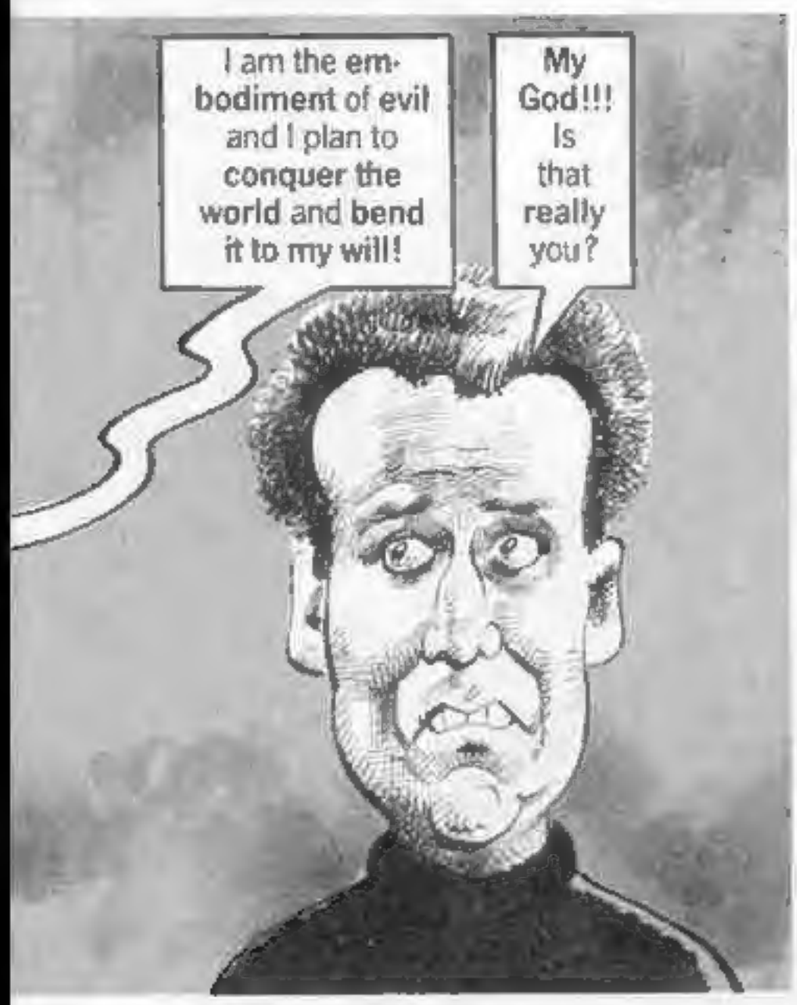
You stupid old hippo! Get outta here and go play in the Ganges...!
I thought he was a Grossbuster! How did he get his own talk show?
After Grossbusters went bankrupt, he went to the Morton Downey, Jr. School of Broadcasting!

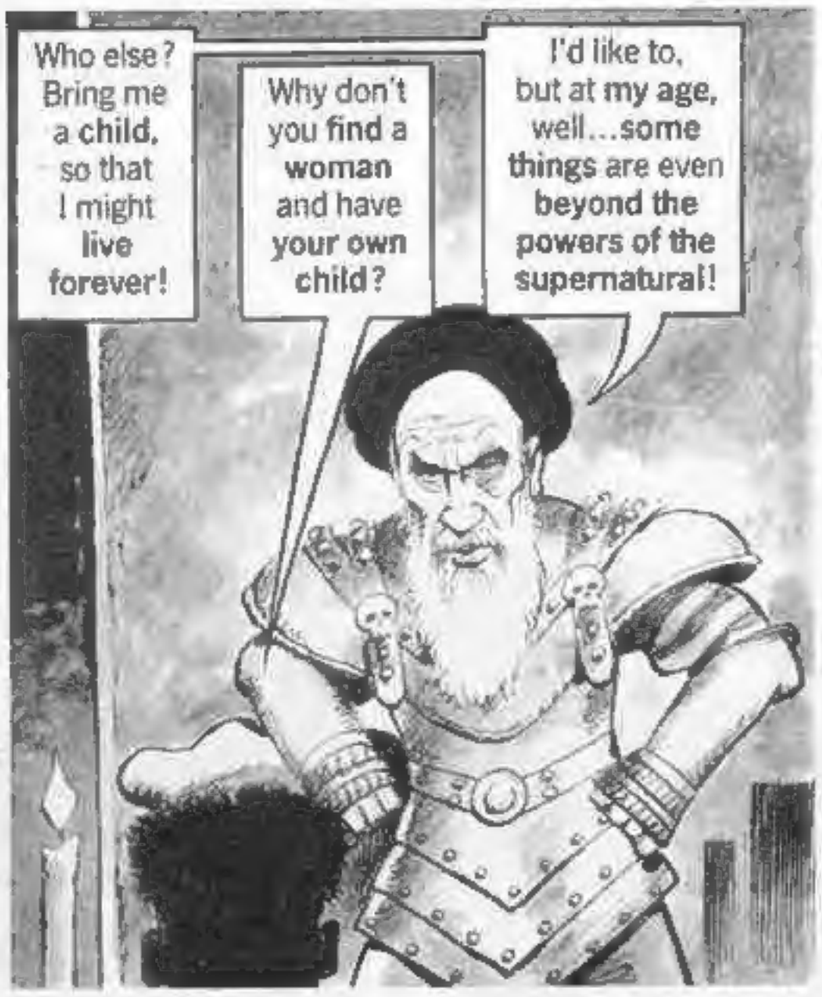
Hey, Mr. Mayor, I can help you!
Get lost! The Mayor doesn't want to be seen with a Grossbuster!
I can't let people think that I run the city by consulting some occult weirdo!
Why not? That's the way Ronnie and Nancy Reagan ran the country for eight years!
OCCULT OF ONE
KOCH A FALLING STAR!

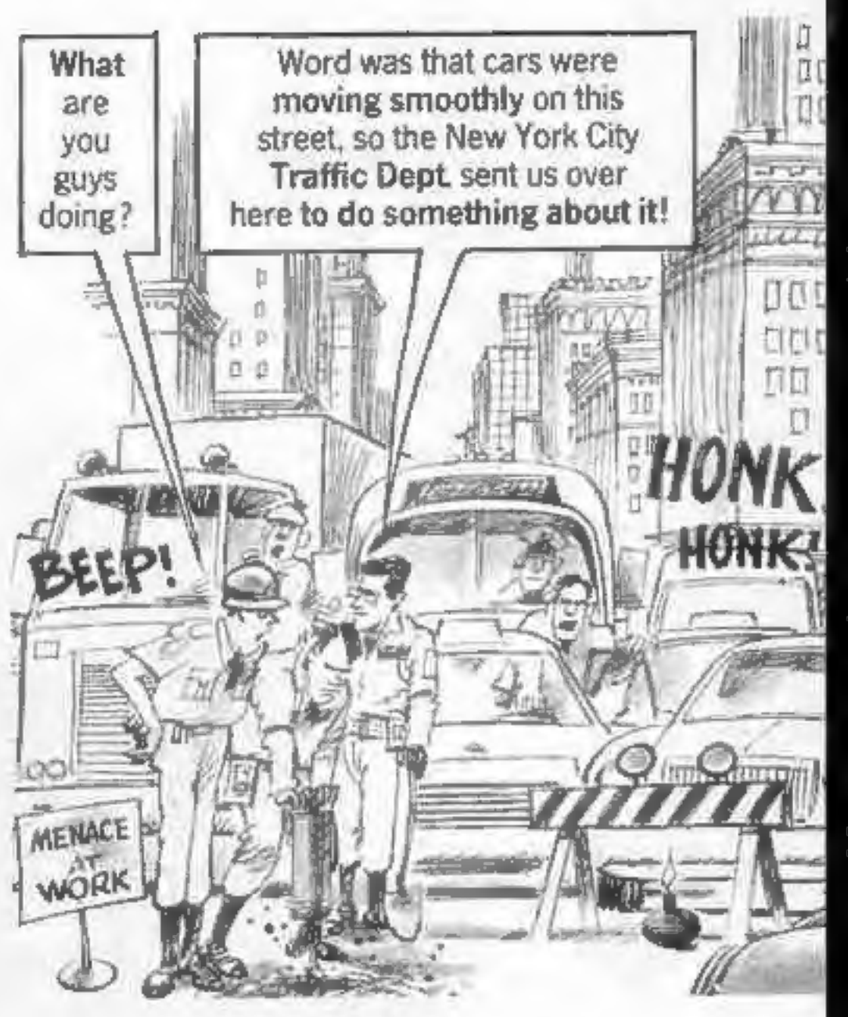
You're new at cleaning paintings, aren't you?
What makes you say that?
Only a rookie would sand-blast the Mona Lisa!


We've discovered that human emotional states have an effect on the paranormal magnetic field. For instance, frustration makes the needle really jump!
Why are those kids so frus-trated?
We gave them milk cartons whose spouts stay glued when they try to open them and baseball cards with at least two sets of doubles in each pack!
NORMAL
DANGER

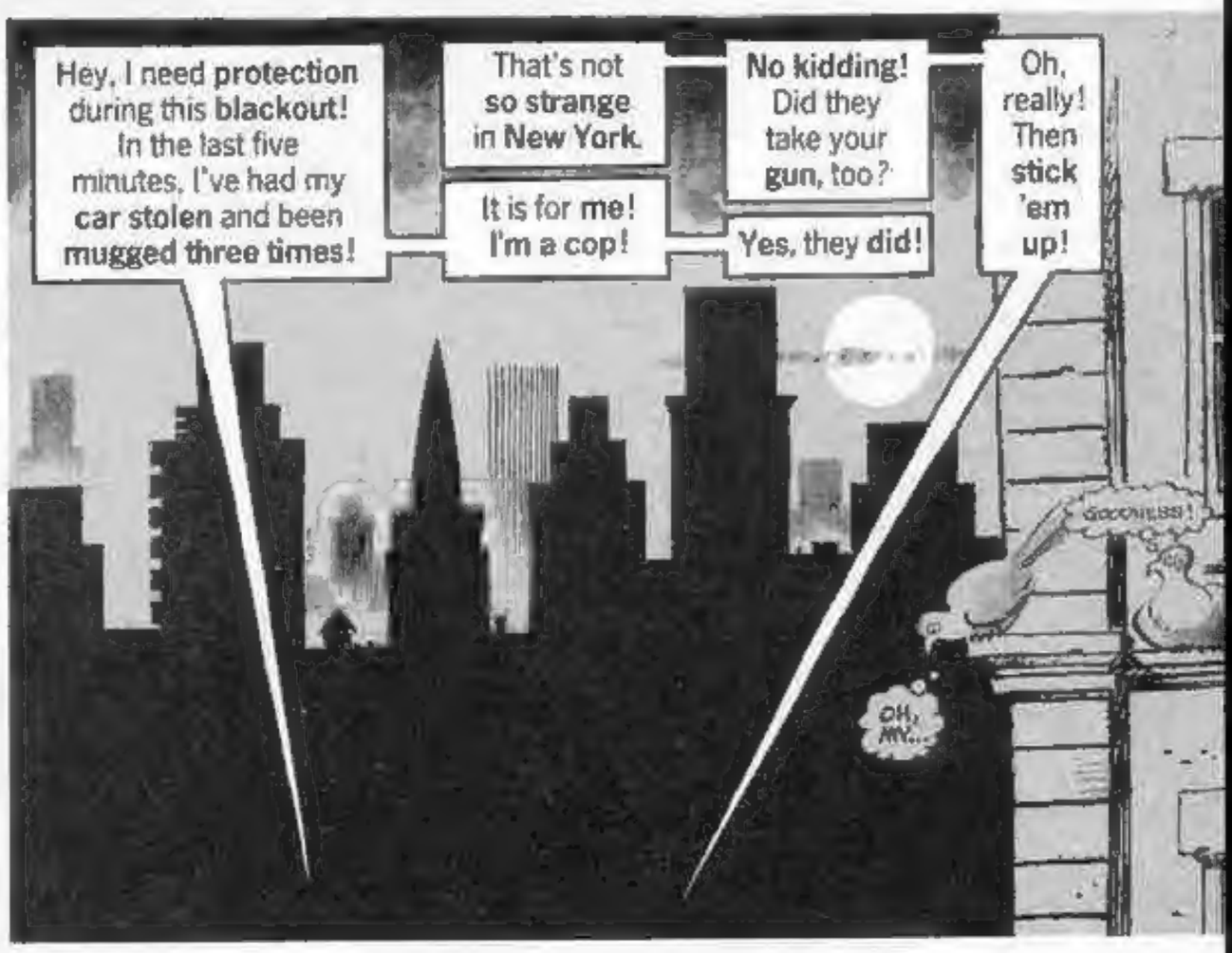

I must know if there's anything wrong with my baby!
As a man of science, I have ways of discovering what the trouble is!
By using your state-of-the-art equipment?
No! By using my nose! This kid needs to be changed!

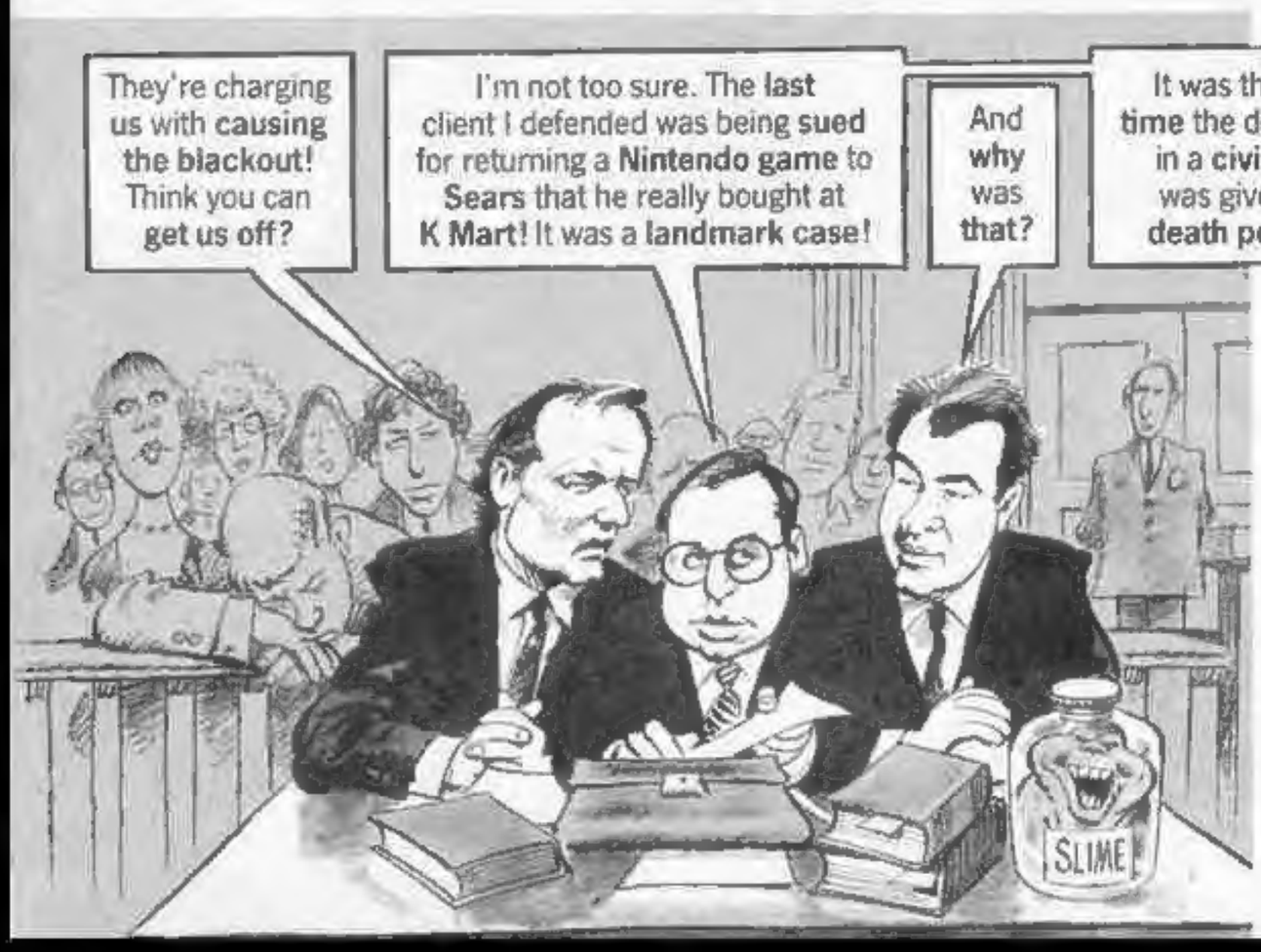

I am the embodiment of evil and I plan to conquer the world and bend it to my will!
My God!!! Is that really you?

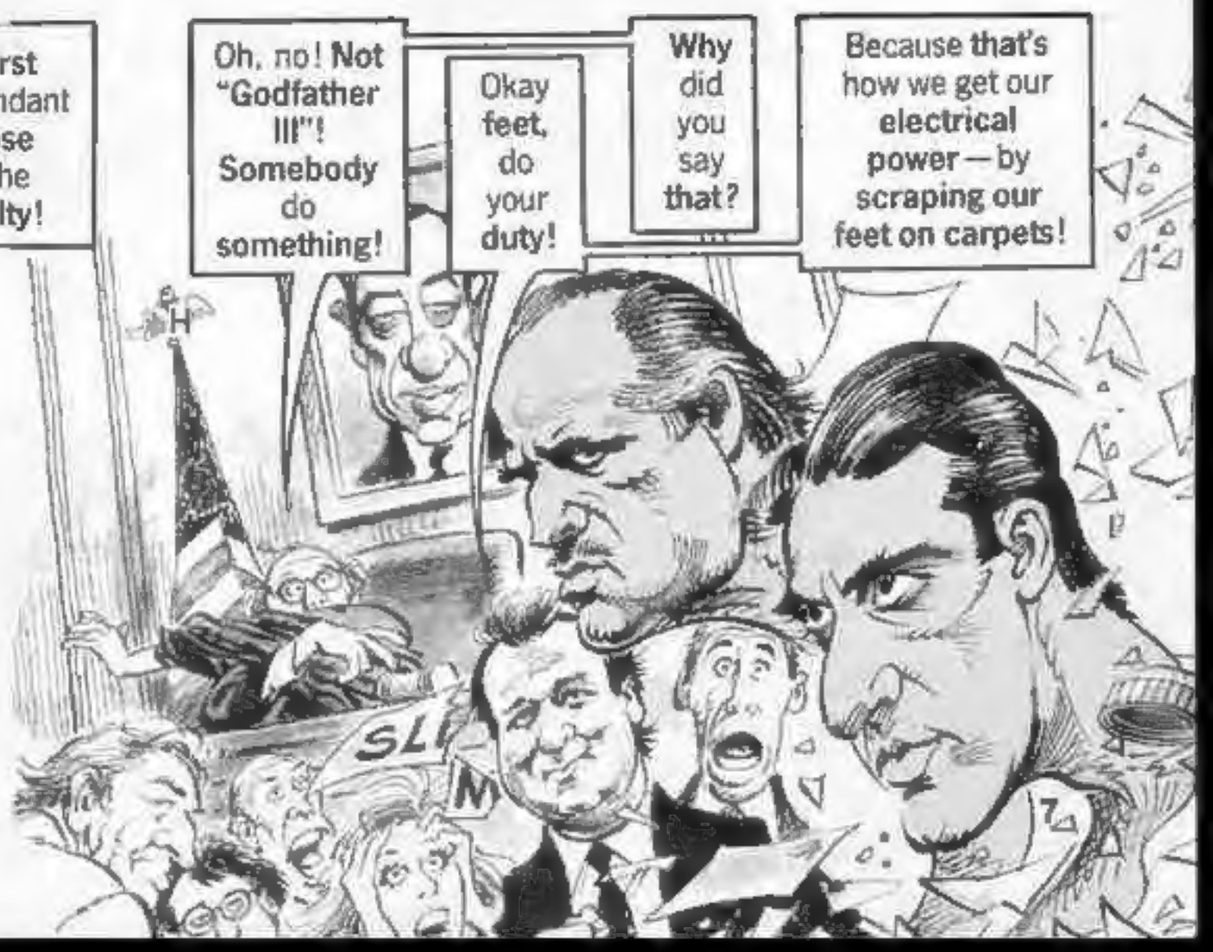

Who else? Bring me a child, so that I might live forever!
Why don't you find a woman and have your own child?
I'd like to, but at my age, well...some things are even beyond the powers of the supernatural!


What are you guys doing?
Word was that cars were moving smoothly on this street, so the New York City Traffic Dept. sent us over here to do something about it!
BEEP!
HONK!
HONK!
MENACE AT WORK

I've found something!
What is it?
The New York City drinking water supply!
H_2 Oh,Oh!


Hey, I need protection during this blackout! In the last five minutes, I've had my car stolen and been mugged three times!
That's not so strange in New York.
It is for me! I'm a cop!
No kidding! Did they take your gun, too?
Yes, they did!
Oh, really! Then stick 'em up!
GOOOHLSS!
OH, M'...


They're charging us with causing the blackout! Think you can get us off?
I'm not too sure. The last client I defended was being sued for returning a Nintendo game to Sears that he really bought at K Mart! It was a landmark case!
And why was that?
It was the first time the defendant in a civil case was given the death penalty!
SLIME


Oh, no! Not "Godfather III"! Somebody do something!
Okay feet, do your duty!
Why did you say that?
Because that's how we get our electrical power—by scraping our feet on carpets!

We've got to **guide** the **ghosts** into **my traps!**

Hey, we could make a **fortune** selling these things to **corporations** to give as **presents** to their **retiring employees!**

But the **contents** of the trap are **deadly!**

Yeah! When the **retiree** gets home and opens it—**ZAP!** The ghost **eats him!** Think of all the **pension money** they'll **save!**

Wow, what a **surprise!** How did you **find out** where **I lived?**

You're listed in the **phone book** under **"Land Fills and Garbage Dumps"!** I'm worried! My baby's **bathtub** just tried to **eat him!**

I'll have the **Grossbusters** check out your place. Meanwhile, you can **stay here tonight!**

Think it's **safe?**

Sure, that's the **only kind** of **sex I practice!**

I think I'm in **trouble!**

Thank you for **baby-sitting!**

Yeah, but no **making love** on **my couch!**

We don't do that. We're **just** good **friends!**

So, who do you **usually make love** to, **your enemies?**

Bring me the **baby** so my **evilness** can **invade** his **body** and I will be **reborn!**

He's got to be **stopped!** The world must be **spared** another age/youth **transplantation movie** like *Eighteen Again, Vice Versa* and *Like Father Like Son*!

We can **save** the city from the **evil** force that has chosen **New York** for **destruction!**

Why has this **evil force** picked **New York?**

Because it **feeds** on what this city has in such **abundance—anger, hostility, mistrust** and **good delicatessens!**

I can't **waste time** with you. I've got to get back to my **pals** before any more of them get **indicted** for **defrauding** the city! Meanwhile, you need a **rest**—in a **Club Med Psychiatric Ward!**

I want you to **tell me** about your **child—hood!**

Ha! He says he can **cure** people by letting them **talk endlessly,** year after **year!** And he thinks that **we're nuts?!**

Give us your **baby** and he will become the **ruler** of the **world!** Wouldn't you **like that?**

No, it's **hard enough** for a **parent** to get a kid to **clean up** his **room!** How am I to get him to **clean up** the entire **world?**

Among the **many strange phenomena** that are **plaguing** our city perhaps **none** is more **amazing** than the sudden, **unexplained appearance** of the **S.S. Titanic!** That ship **sank** in **1912!** There is, however, some **bad news**

Carnival Cruise Line has already rented it and booked **Kathie Lee Gifford** for their **stupid commercials!**

If my friends could see me now...

If we **coat** the **Statue** with **psycho-magnetic slime**, and people react **positively**, the resulting **benign force** will counteract the **evil force** that is **gripping** the city!

Yeah, and what if that plan **doesn't** work?

Then we **ship** in a **boxcar** full of **fruit**, **dump** it here, and we got ourselves a **Jello mold** that will last for years!

Look! New Yorkers are **cheering** the **Statue!**

This is turning out to be a **real fantasy.**

Because in **real** life, the **Statue** of **Liberty** would **never** be in Times Square?

No, because in **real** life, if the Statue were in Times Square, the average New Yorker would ignore it!

THE RITZ

Salman Rushdie says "Hi!"

Darling, you not only **saved** my **baby**, you also saved **New York City!**

I couldn't help that! But we still have one **problem** to solve!

What problem is that?

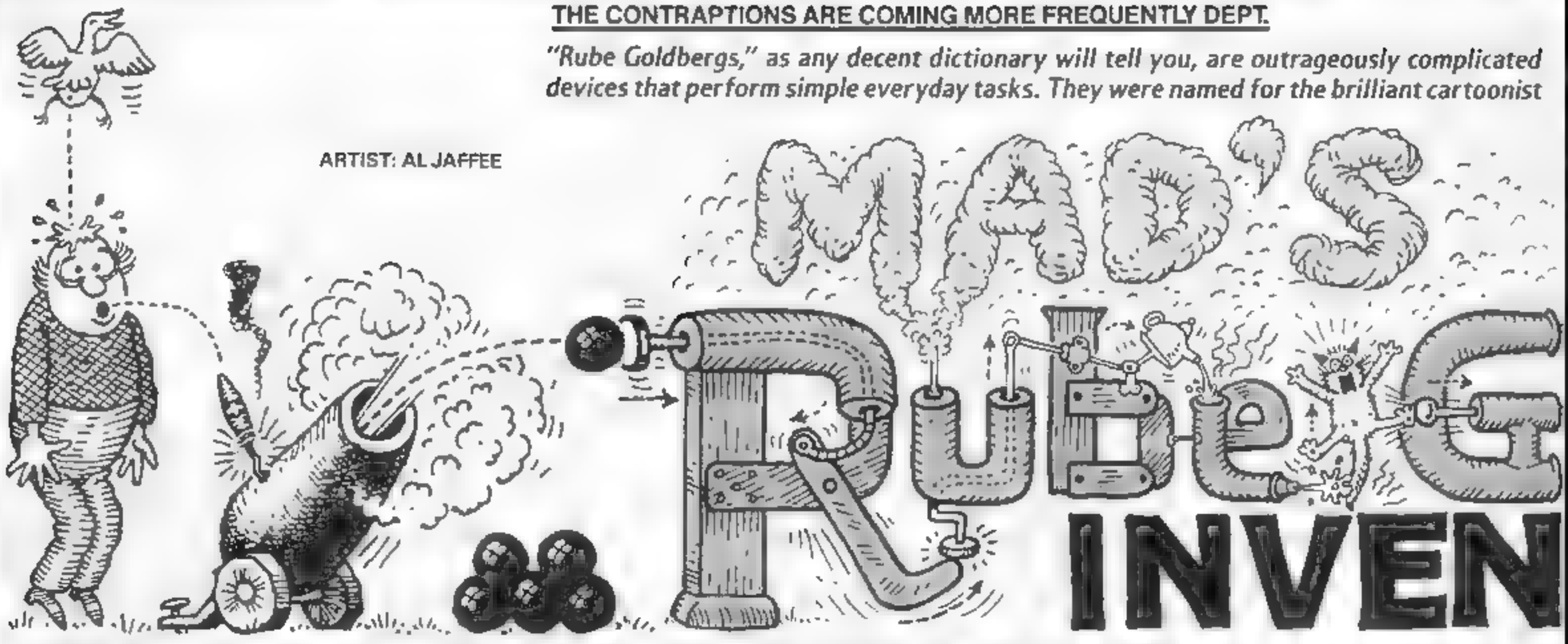
What are we going to **do** with the world's biggest homeless bag lady?

KEEP OFF THE GRASS

THE CONTRAPTIONS ARE COMING MORE FREQUENTLY DEPT.

"Rube Goldbergs," as any decent dictionary will tell you, are outrageously complicated devices that perform simple everyday tasks. They were named for the brilliant cartoonist

ARTIST: AL JAFFEE

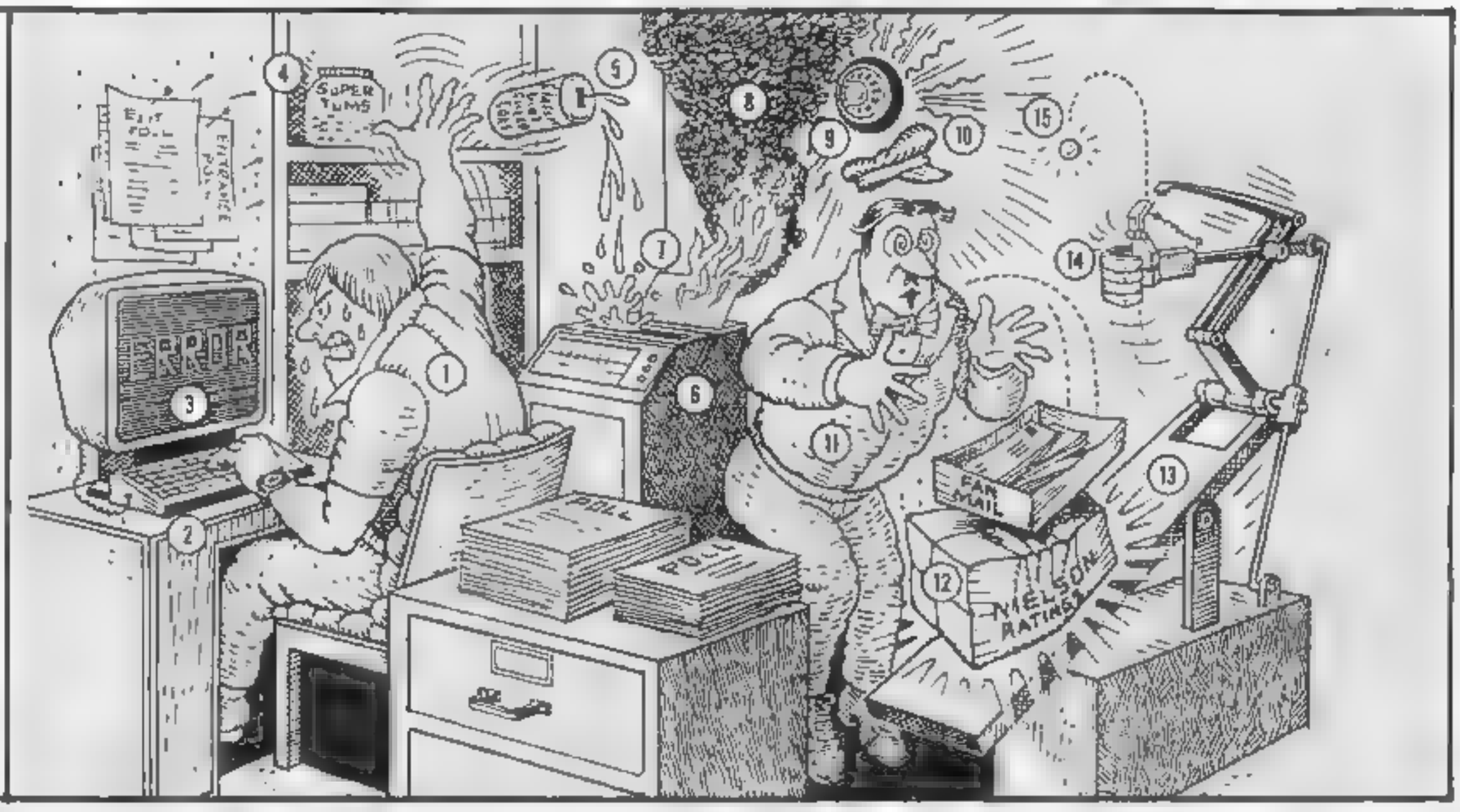


THE AMAZING NO-SMOKING SECTION RESTORER

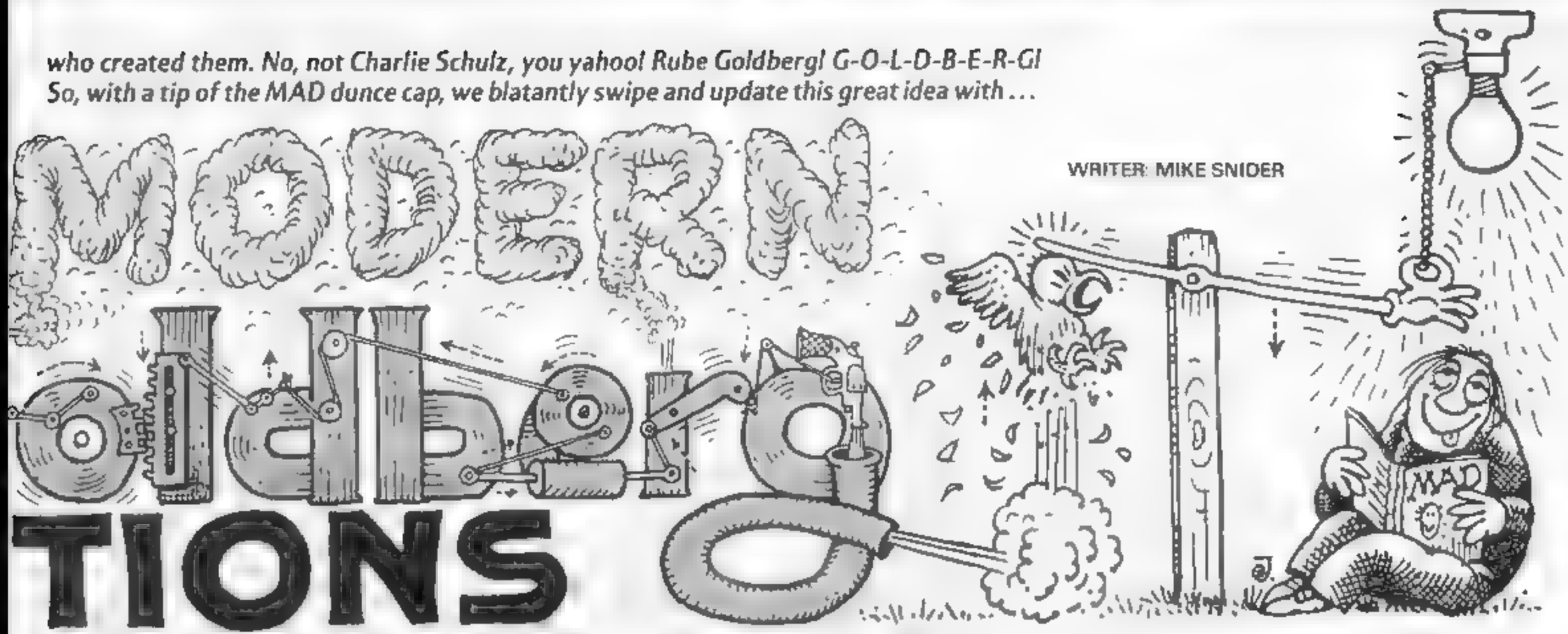
Smoke (1) causes non-smoker (2) to sneeze explosively, rustling tail feathers of parrot (3) formerly owned by Jessica Hahn, causing it to squawk "Another rash! Another rash!", which hard-of-hearing wall street broker (4) mistakes for "Another Crash!". Overcome with panic at the thought of having to find a real job, broker chokes on his filet mignon (5). Passing waiter/exercise video actor (6) mistakenly applies Heimlich Maneuver to man eating garbanzo beans (7). The beans (8) ricochet against a wall (9), sounding like machine gun fire. Diners in smoking section (10), thinking it is another Mob killing, gasp in terror, sucking smoke back to where it belongs.

THE NETWORK NEWS PROJECTED ELECTION WINNER PICKER

Network news producer (1) feeds early "Exit Poll" data into computer (2), which, in a matter of seconds, displays "ERROR" on monitor screen (3). Producer's ulcer acts up, causing him to reach for Tums (4) and carelessly spill can of Classic Diet Cherry Coke (5) onto Telex (6), shorting it out. Sparks from Telex set paper (7) on fire, sending smoke (8) towards smoke detector (9). Piercing beep (10) startles anchorman's chauffeur (11), who drops Overnight Nielsen Ratings (12) onto see-saw platform (13), releasing spring-loaded mechanical thumb (14), flipping coin (15) and selecting winner, thereby saving 100 million Americans the hassle of having to go out and vote.



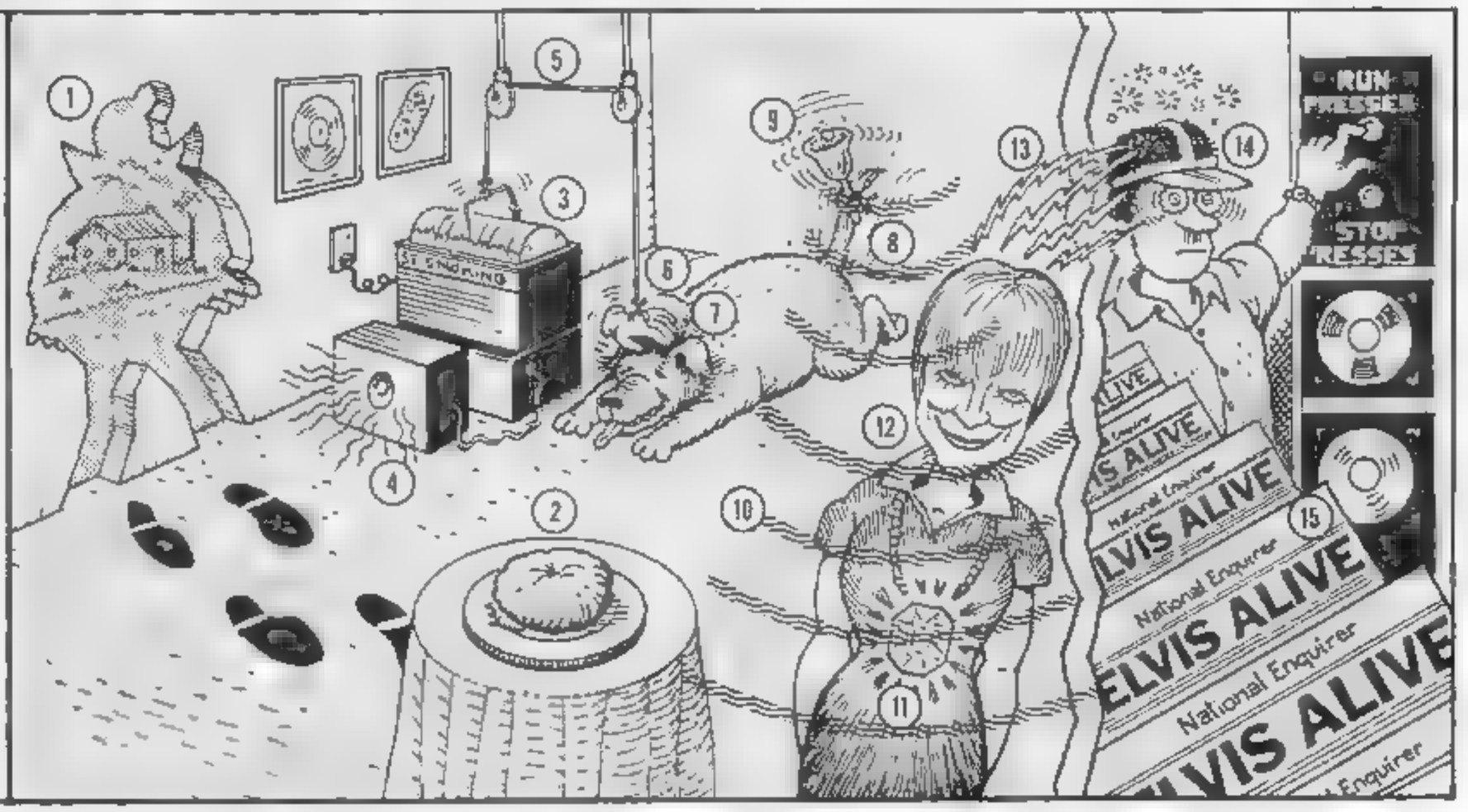
who created them. No, not Charlie Schulz, you yahoo! Rube Goldberg! G-O-L-D-B-E-R-G!
So, with a tip of the MAD dunce cap, we blatantly swipe and update this great idea with . . .



TIONS

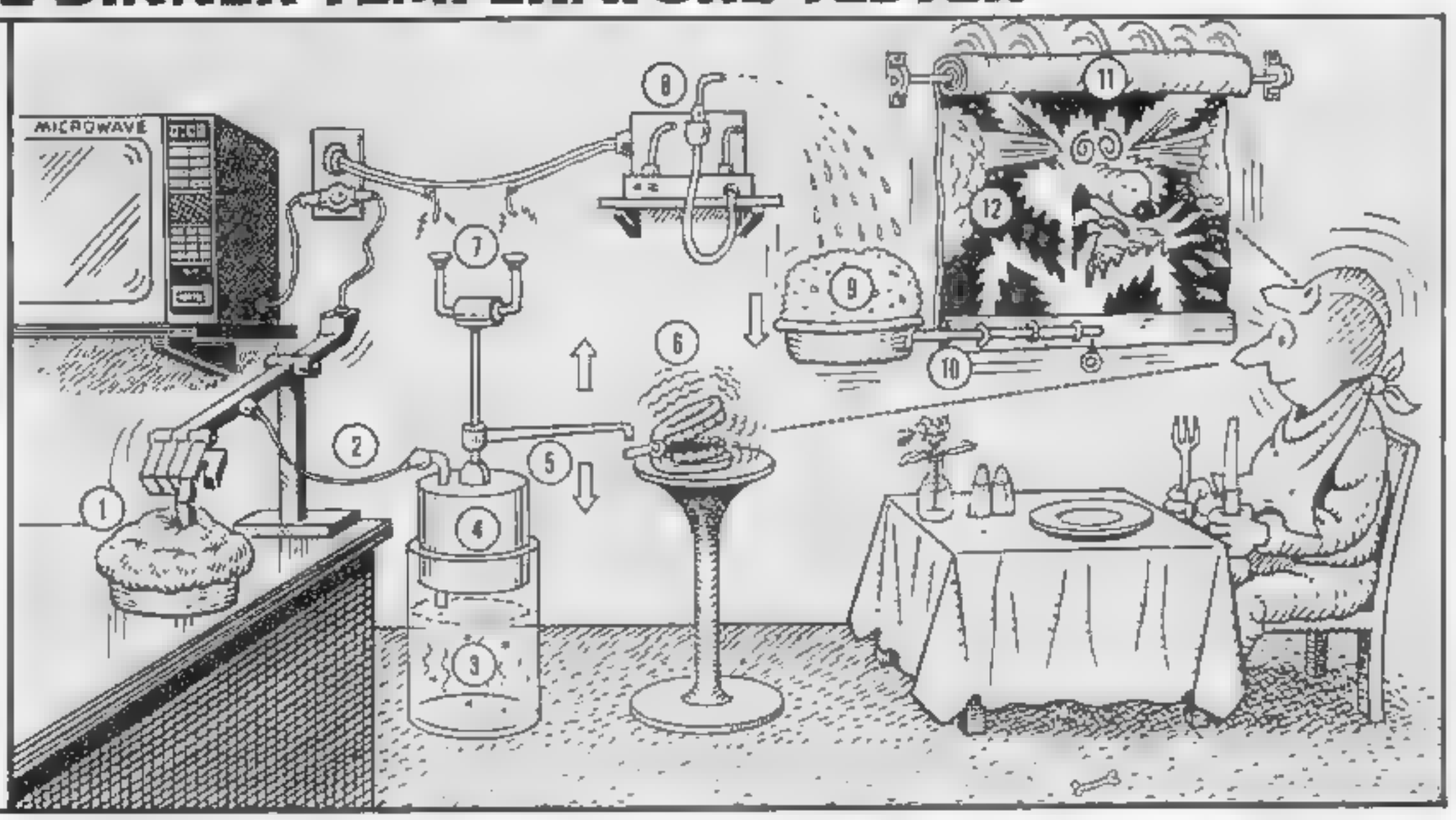
THE HANDY-DANDY ELVIS DETECTOR

Subject enters through Elvis-sized hole (1) and makes a beeline for jelly donut (2), setting off seismograph (3). Photo-electric beam (4) "counts" number of legs to prevent false alarm by crowds of people weighing the same as Elvis. Wildly swinging seismograph needle activates pulley (5) causing plastic hand (6) to pat dog (7) on head. Dog responds by wagging tail (8). Bell (9) attached to tail starts ringing loudly, sending out powerful sound waves (10) which vibrate occult crystal pendant (11) on psychic actress Shirley MacLaine (12). This causes her to transmit telepathic message (13) to National Enquirer editor (14), who hypnotically prints headline "ELVIS ALIVE" (15).

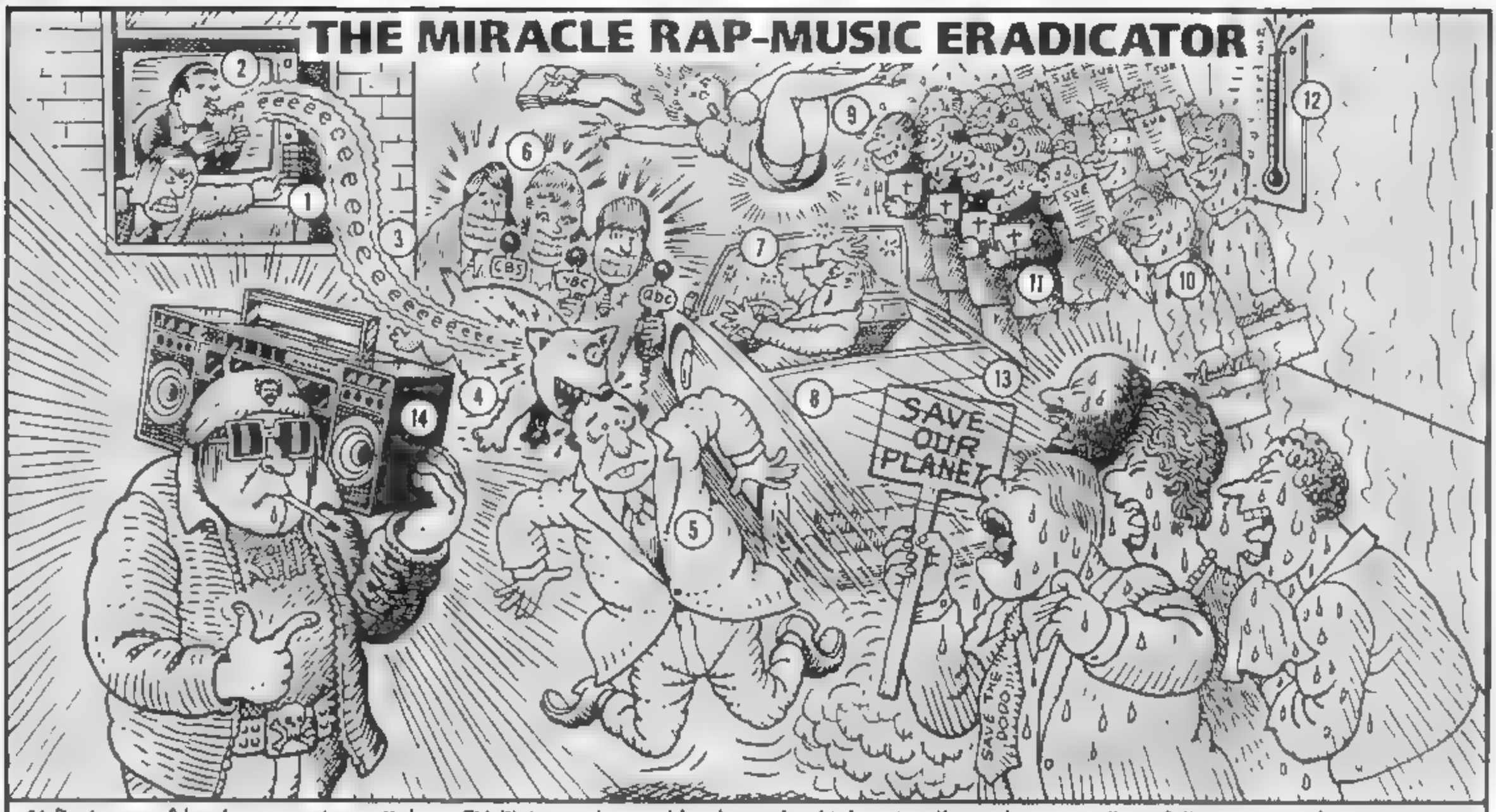


THE MICROWAVE DINNER TEMPERATURE TESTER

Temperature of just-cooked food (1) is conducted through sensor probe (2) and into beaker of water (3). STILL-FROZEN food cools water, reducing air pressure in beaker, which draws down piston (4) causing copper blade (5) to flip switch of novelty-chattering teeth "COLD" indicator (6). SCALDING-HOT food heats water, increasing air pressure and driving piston up. Copper blade completes electrical circuit (7) to Water Pik (8), which saturates sponge (9) attached to metal rod (10). Weight of sponge and rod unrolls movie screen (11) upon which is projected Wile E. Coyote "HOT" indicator (12) from a classic Warner Brothers Roadrunner cartoon.

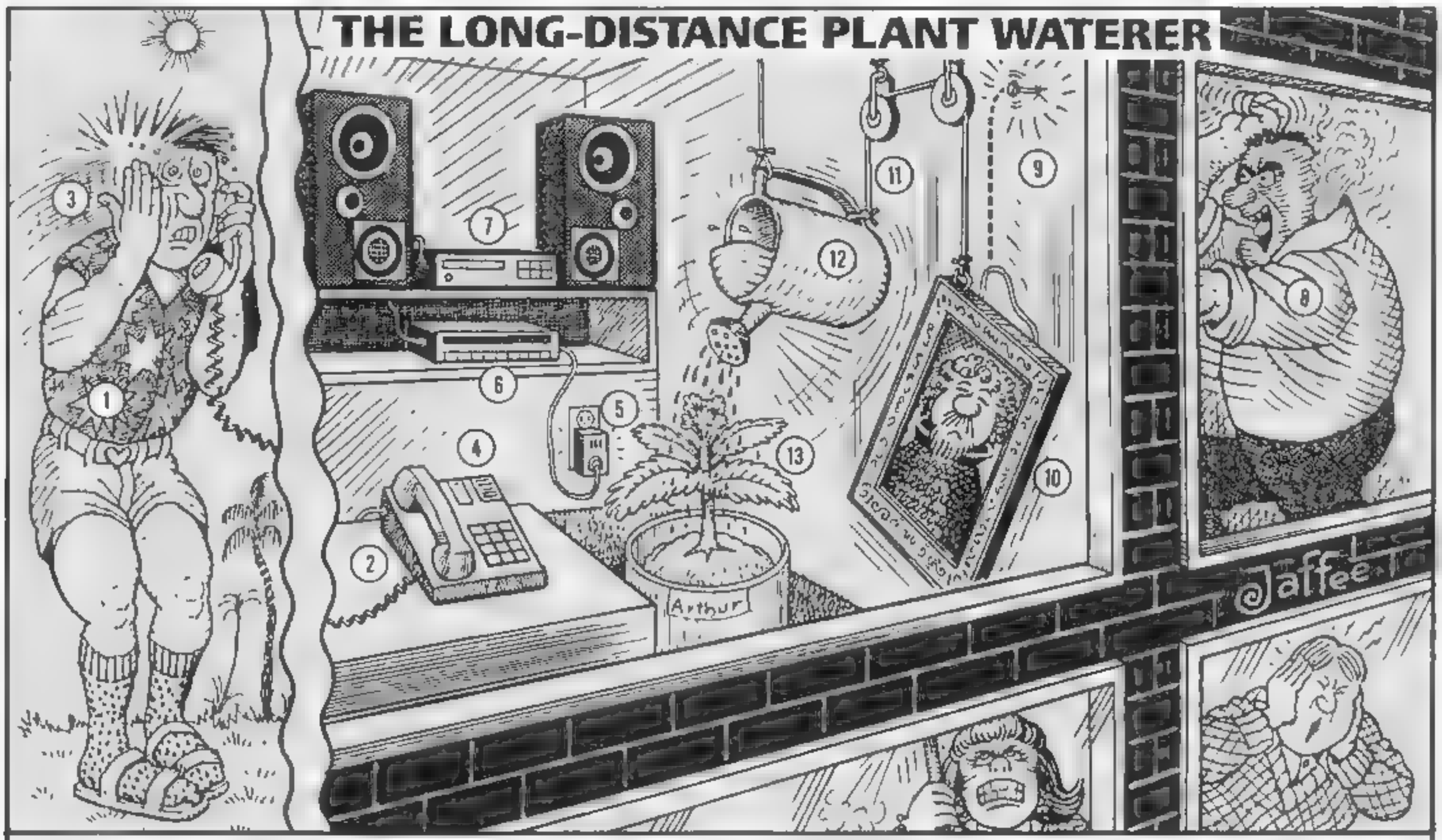


THE MIRACLE RAP-MUSIC ERADICATOR



At first sign of loud rap music, switch on TV (1) to random cable channel, which naturally is showing a "Zamfir" commercial (2). Annoying high-pitched sound of pan flute (3) rouses Pit Bull dog (4), who bites nearby man (5), attracting a crowd of local TV news reporters (6). Their blinding smiles disorient passing driver (7), who slams on the brakes of his Audi 5000 (8), causing it to accelerate and hit miniskirted secretary (9), attracting a crowd of personal injury lawyers (10) and (for entirely different reasons) a crowd of TV evangelists (11). Body heat from all the reporters, lawyers and tele-preachers raises air temperature 1½ degrees (12) triggering a protest demonstration (13) about the Greenhouse Effect, which completely drowns out radio (14).

THE LONG-DISTANCE PLANT WATERER



Plant-lover on vacation (1) calls his home phone (2). Upon hearing his own stupid answering machine message (3), he winces and slaps himself. Sound of slap is transmitted through answering machine speaker (4) to The Clapper™ switching device (5), causing it to turn on stereo amplifier pre-set to maximum volume (6) and CD player pre-loaded with the greatest hits of Metallica (7). Within microseconds of music starting, neighbor (8) begins angrily pounding wall (9), knocking picture (10) off its nail and pulling wire (11) attached to watering can (12), tipping it and watering plant (13).

SPY VS SPY
DIG UP HIDDEN ENEMY BOMBS
BOMB TYPES
DOG TRAINING SCHOOL
SNIFF
SNIFF
SNIFF
HIDDEN ENEMY BOMBS
HIDDEN ENEMY BOMBS
BAM

EXPOSÉ CAN YOU SEE DEPT.

CUT-AWAY of ever

If you've ever opened a science textbook (and we're not sure any of our readers ever have!), you've seen "cross sections" of volcanoes, the Earth's core, and so on. These diagrams cut away one side of a structure, revealing the layers inside. But unless you're a geologist, who cares about shale or igneous rock?! We sure don't! But what about regular items?! We'd rather see ...

HIGH SCHOOL BACKPACK

VIDEO MOVIE VERSION OF READING ASSIGNMENT TO WATCH AND BASE BOOK REPORT ON
NOTEBOOK WITH SCRIBBLES, PHONE NUMBERS, ROCK GROUP LOGOS AND NO NOTES
LEAKY PEN
CASSETTE OF VAN HALEN ALBUM BOOTLEGGED FROM FRIEND'S CD
FORGED HALLWAY PASS
WALKMAN (LEFT EARPHONE NOT WORKING)
UNREAD TEXTBOOKS
LAST SEMESTER'S REPORT CARD THAT PARENTS STILL HAVEN'T SEEN
"LUCKY" GYM SOCKS THAT HAVEN'T BEEN WASHED IN 3 MONTHS
HALL PASS
REPORT CARD
WORLD

HALL CLOSET

8-TRACK TAPES THAT HAVEN'T BEEN PLAYED SINCE 1976
EMBARRASSING VACATION SOUVENIRS
MONOPOLY GAME MISSING HALF ITS HOUSES, ALL ITS MONEY, AND THE LITTLE SCOTTIE DOG
UGLY, NEVER WORN BIRTHDAY AND XMAS GIFTS FROM RELATIVES
TORN, STRINGY, UNWEARABLE JEANS BEING KEPT FOR [redacted]
STACKS OF OLD *NATIONAL GEOGRAPHICS*, *FIELD AND STREAMS* AND *MADS* NO ONE HAS GOTTEN AROUND TO READING YET
CLOSET ORGANIZER KIT (UNOPENED)
CRUSHED CARDBOARD SHOE RACK
BARBELL WEIGHT—LIFTING SET (USED ONLY ONCE)
BENT GOLF CLUBS AND SKI POLES
MONOPOLY
CLOSET ORGANIZER

CROSS SECTIONS
yday items

ARTIST: GEORGE WOODBRIDGE WRITER: CHARLIE KADAU

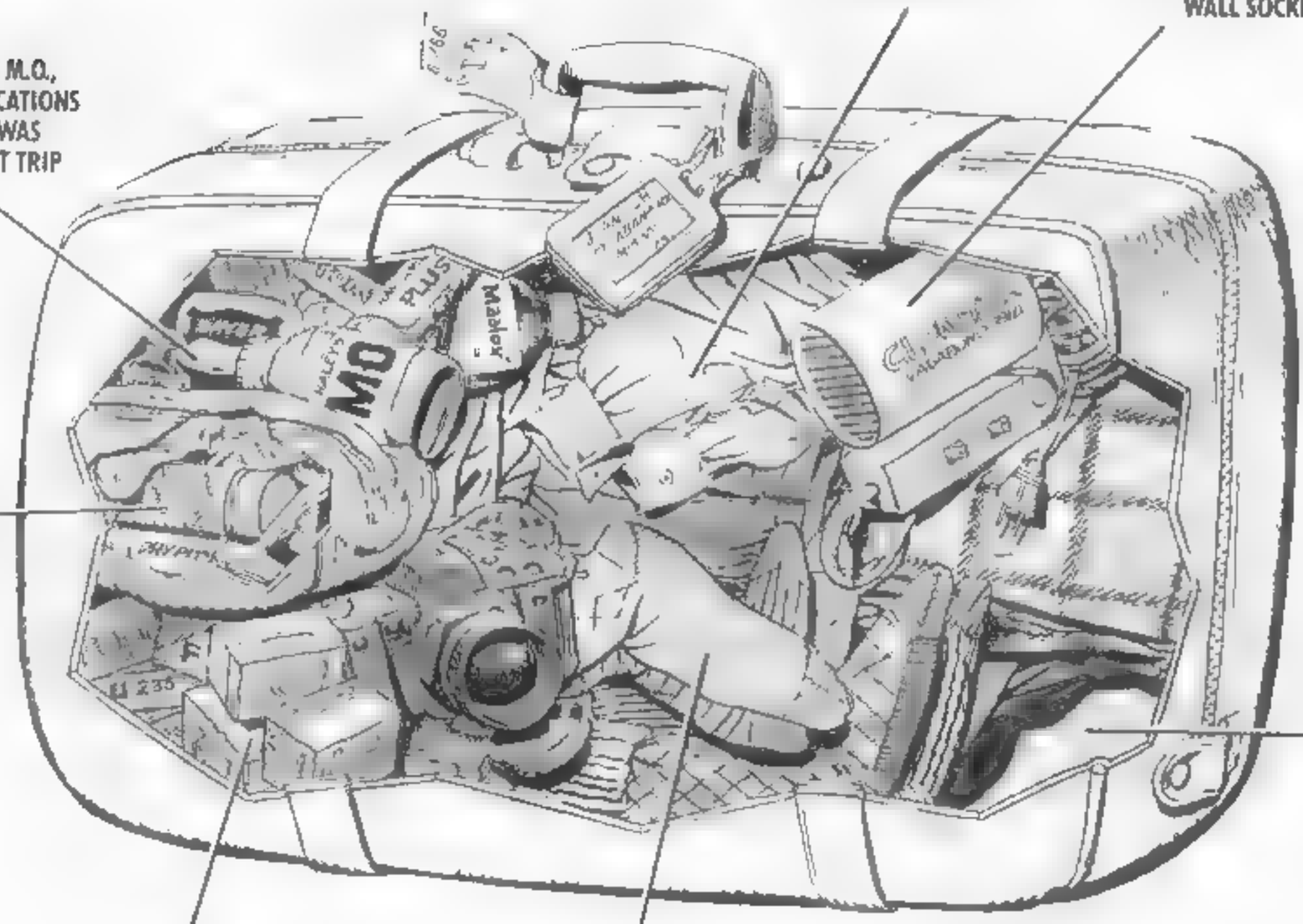
WOMAN'S HANDBAG

TICKET STUB FROM 1984 NEIL DIAMOND CONCERT
OLD TISSUES WITH LIPSTICK STAINS ON THEM
EMPTY CHANGE PURSE
EARRING (OTHER ONE MISSING)
MAKEUP BAG CONTAINING SEVEN POUNDS OF MAKEUP
UNBALANCED CHECKBOOK
DO NOT FIT ANY KNOWN LOCK
HARD-TO-REACH ANTI-MUGGER TEAR GAS SPRAY
IMPROPERLY FOLDED PLASTIC RAINCOAT

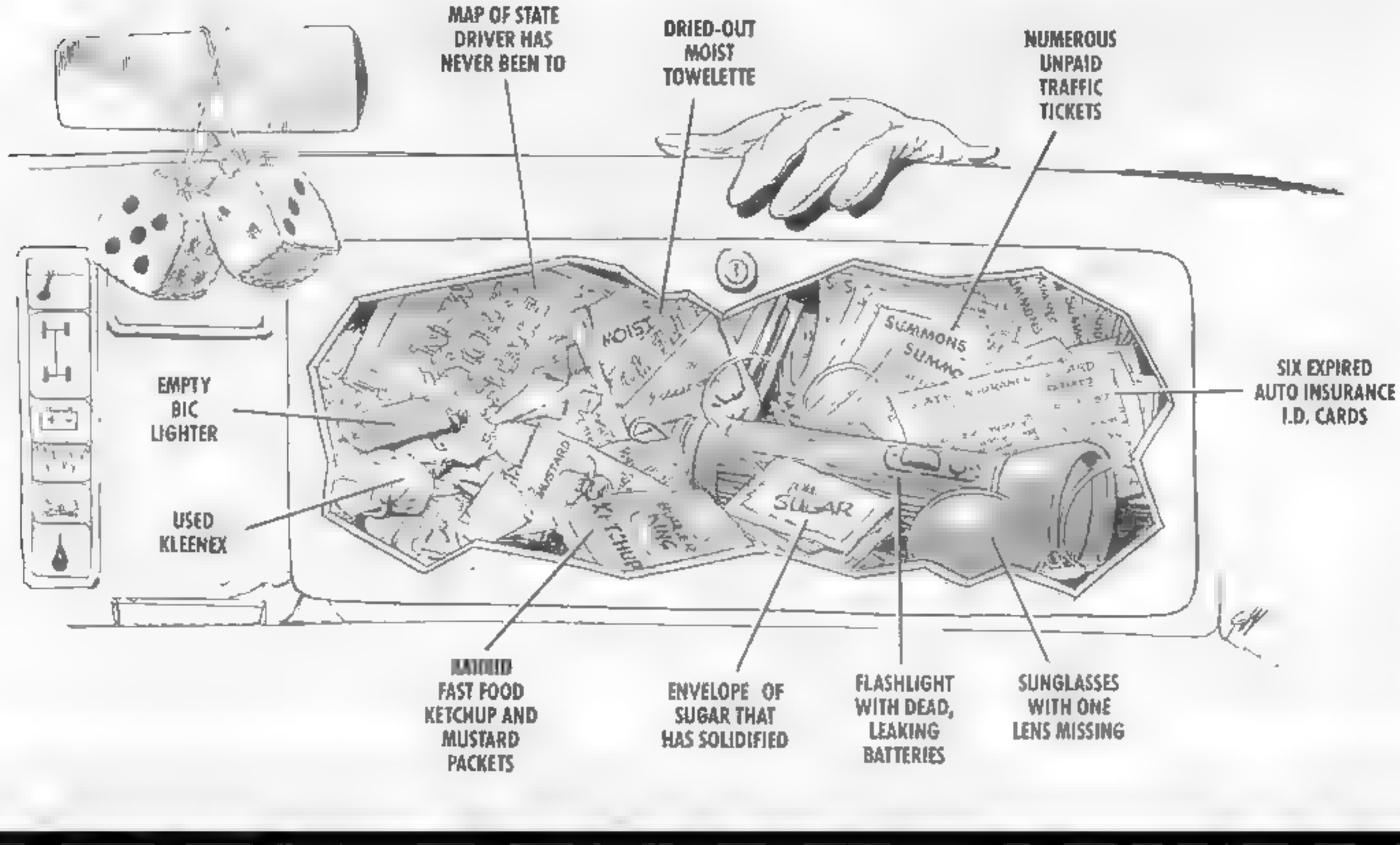
SUPERMARKET SHOPPING BAG

ACME
NATIONAL STAR
EGYPTIAN MUMMY NAMES ROB LOWE IN PATERNITY SUIT
ELVIS REINCARNATED AS BIGFOOT
CHECKOUT COUNTER TABLOID
ILLEGIBLE CASH REGISTER TAPE
MELTED FROZEN TV DINNERS
LEAKING CHICKEN PARTS
1/2 GALLON OF MILK WITH WEEK-OLD EXPIRATION DATE
SQUASHED TOMATOES
BIG OILY SPOT DEVELOPING INTO HOLE
CRACKED EGGS
BUNCH OF GRAPES THAT HAVE PROBABLY BEEN TAMPERED WITH

TRAVEL SUITCASE


WRINKLED, DIRTY SHIRTS AND PANTS PULLED FROM LAUNDRY HAMPER AT THE LAST MINUTE
HAIR DRYER THAT WILL BLOW OUT WHEN PLUGGED INTO FOREIGN COUNTRY WALL SOCKET
TUMS, MAALOX, HALEY'S M.O., ASPIRIN AND OTHER MEDICATIONS THE NEED FOR WHICH WAS DISCOVERED ON THE LAST TRIP
TRAVEL CAN OF "FOAMY" WITH ENOUGH [redacted] FOR 1/2 SHAVE
EMPTY SPACE WHERE [redacted] CONFIRMATION [redacted] TION *SHOULD* BE
COLOR FILM RENDERED USELESS BY AIRPORT SECURITY X-RAY MACHINE
MISMATCHED SOCKS

AUTOMOBILE GLOVE COMPARTMENT


MAP OF STATE DRIVER HAS NEVER BEEN TO
DRIED-OUT MOIST TOWELETTE
NUMEROUS UNPAID TRAFFIC TICKETS
EMPTY BIC LIGHTER
USED KLEENEX
SIX EXPIRED AUTO INSURANCE I.D. CARDS
[redacted] FAST FOOD KETCHUP AND MUSTARD PACKETS
ENVELOPE OF SUGAR THAT HAS SOLIDIFIED
FLASHLIGHT WITH DEAD, LEAKING BATTERIES
SUNGLASSES WITH ONE LENS MISSING

DRAINING THE TUBS DEPT.

Hi, I'm Howard Stoned, famous DJ, health nut and great lover! This is my sidekick, Bobin, whose job is to laugh at everything I say! You're probably wondering why I'm doing a gig for MAD. Well, if you saw my Pay-For-View TV Special, then you know I'm lucky to get any work at all! Anyway, as anyone who's been to the beach lately will tell you, America is faced with a serious problem. No, schmuck, I don't mean pollution! I mean fat! Rolls and rolls of disgusting fat! Many Americans are grossly overweight! In fact, a whole new industry has sprung up to help these roly-polies shed their ugly blubber. So join us as...

MAD VISITS A FAT FARM

ARTIST: PAUL COKER WRITER: LOU SILVERSTONE

Welcome to Max's Weight Controllers Lifestyle, Fitness and Health Spa. I'm Dr. Maximus Glutious.

Doc, how did you get into this weight control business?

I used to run a mountain resort and I suddenly became very health conscious.

You were worried about the health of your guests?

No, I was worried about the health of my bank account! I was going broke feeding those slobs! So, I changed the name from "Max's Lake Kolestrol Retreat" to "Max's Health Spa," put all my guests on a diet and tripled the rates! I figured if it costs so much to get fat why shouldn't it cost even more to get rid of it!

One thing's for sure, man, anyone who comes in here is gonna end up lighter in the wallet!

Hahahaha! Sorry, but like the man said, I gotta laugh no matter how lousy his jokes are!

We take a photo of everyone when they arrive and when they leave. Then we take a third photo of them three months later!

But in these "three months later" shots everyone looks as fat as they did BEFORE they joined your program!

That's what's so great about this business! 95% of people who lose weight put it right back on and return here to start all over again!

All guests get a thorough 15-minute physical when they sign up. It's $600 extra, but we feel that it's totally worth it!

$600 for a 15-minute physical? Any normal doctor charges only $40!

Actually we only charge $40 too! We add another $40 to cover the cost of medical equipment we lose in their layers of blubber—and the other $520 is compensation for having to see them naked!

After the physical comes the all important psychological testing.

Tell me, what does this remind you of?

A pizza with everything on it and a dish of linguini!

Aha! That's the root of your problem! You hated your mother ..or does linguini mean you hated your father? I'll check that! What do these pictures remind you of?

Oh, that reminds me of stuffed turkey...and that reminds me of an order of fried

I think we've done enough!

No, we haven't gotten to dessert yet!

These tests help uncover the reasons why a patient overeats.

Don't you find people reluctant to expose their inner selves?

Yes! That s why we reward them with elaborate celebration dinners every time they have an insight!

Bad news Dr. Max! We just lost another one!

You mean one of your guests drowned?

No, another lifeguard just quit!

Man, you can't blame the dude! Imagine trying to schlep one of those chubbies out of the water!

Do your patients have to do a lot of exercise?

Next to proper diet, exercise is the most important part of our program. And the most expensive!

Why s that?

We have to reinforce the floor with steel beams! You wouldn't believe what they charge for that!

Mr. Goldbadder, why do you have three telephone books under the back of your stationary bike?

Because I figured riding downhill was easier!

This is our **aerobics class.** We tried using **hula hoops** but too many guests **couldn't get them off!**

In keeping with our **policy** of giving guests a **positive self-image,** we have various **lifestyle lectures.** This one tells them how to **dress properly.**

Is that **dude** over there a **style expert?**

Of course **not!** He's an army **camouflage expert!**

Believe it or not, these **pictures** are both the **same woman!** This is **before** she met **Dr. Spoonfed** and this is **after Dr. Spoonfed** did **his work!**

Why that's **absolutely incredible!** Dr. Spoonfed must be a **fantastic dietitian!**

What **dietitian?** He's a master **photo retoucher!**

Does **everyone** here eat the **same food?**

No, each guest receives his own **personalized diet.**

Some personalized diet, **huh?** Some people get **butter** and some people get **margarine. Everything** else is **exactly** the **same!**

Yeah, but we really do **personalize** the **bills.** The **more money** they have, the **more** we **charge** for the **same services!**

These **people** are on our **desperation diet!**

They **don't!** That's why they're **desperate!**

Shh! Don't say the word **"turkey"** in this **place!** You could start a **stampede!**

What do they eat?

They just **stop** eating? They go **cold turkey?**

We don't **starve them!** Three **times** a day they're given a glass of flavored **beef extract gelatin** that provides **all** of their **nutritional needs.** This happens to be my personal **favorite diet!**

Because the people **lose** a lot of **weight?**

No, because I **charge** them for **three meals a day** and I **don't** have to **feed them!**

What's the **toughest part** of this **weight loss racket?**

Keeping up with the **demand** for **diet books!** I've got a full **staff of ghost writers.** Next to eating, the favorite pastime of overweight people is **buying diet books!** In **some cases,** they actually read the book, and in a **few isolated instances** they **even** try to **follow** the **diet!**

What was your best-selling diet book?

This one "The Eat Whatever You Want Diet"!

That sounds great! But how do you lose weight eating whatever you want?

You don't! But what the hell, life is short!

We also put out our line of Weight Controllers Special Diet Food.

That doesn't look any different from the other stuff in the supermarket!

Of course it's different, Bobin! The portions are about half as big and the price is twice as high!

Many of our guests return every year, like Mrs. Shlumpman here.

Do you keep returning because the program makes you look and feel better?

No, I come back because I love to go to the movies!

Do they have a fat film festival or what?

No it's the extra room! There are so many fat people in town that the theatre owners put in special wide seats!

What happens if some dude comes here and doesn't lose any weight?

Well, if we can't fool 'em with rigged scales and special slim-look mirrors, I use a little reverse psychology—watch this!

I've been here two months and I haven't lost a pound!

But you look great, doesn't he, Howard? Remember, you come here not only to reduce but to develop into a well-rounded person!

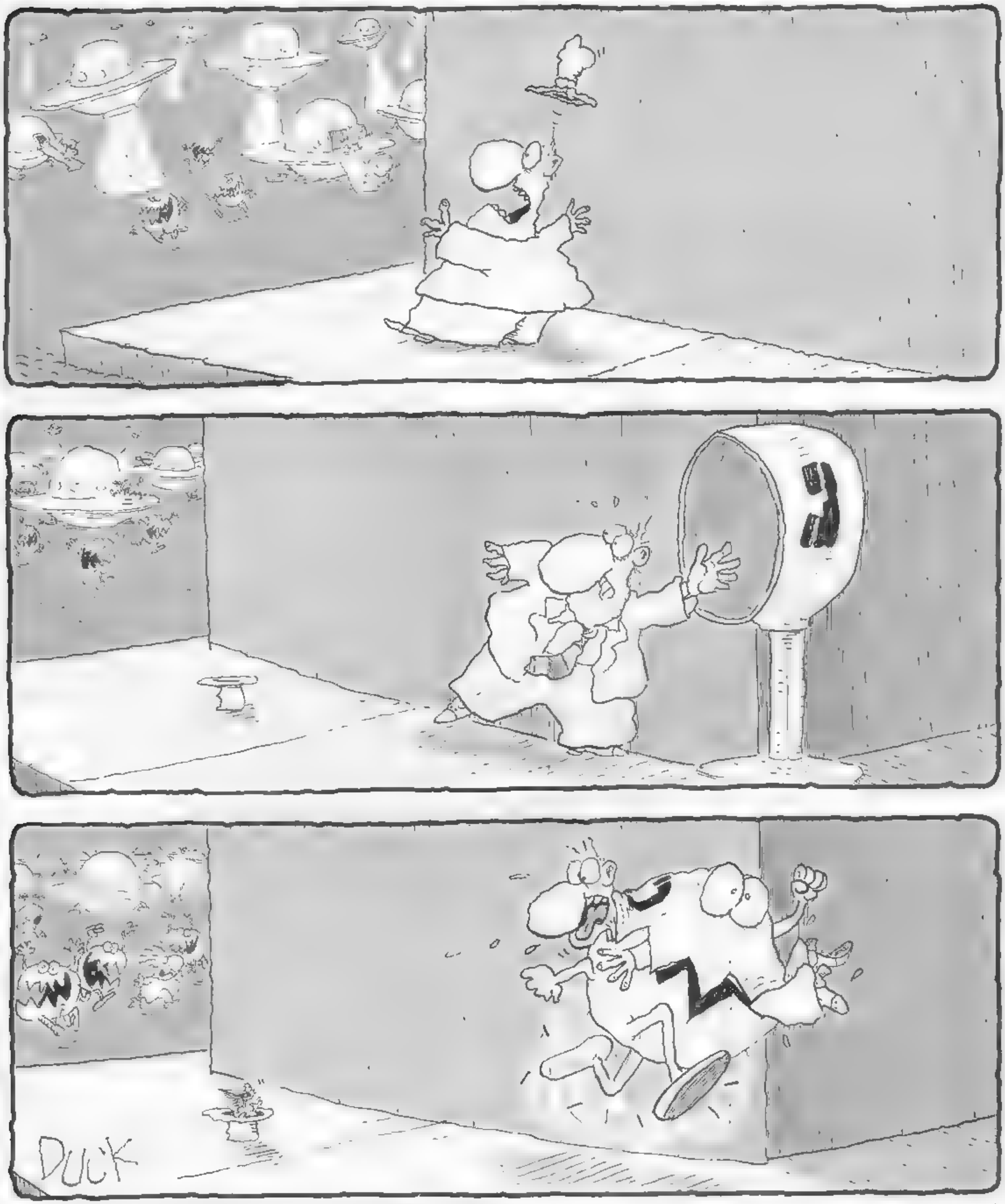
Well, he certainly is that!

Anyway, there's nothing wrong with being fat! Lots of tubby people are successful. Nell Carter, King Kong Bundy, Raymond Burr—the list is endless! Remember, obese is beautiful! The Lord must love fat people. He made so many of them!

Let's split, Bobin! I've got an idea for a new segment of my radio show—Cellulite Dial-A-Date!

TALES FROM THE DUCK SIDE DEPT.

THE ALARMING ALIEN ATROCITY



ARTIST AND WRITER. DUCK EDWING

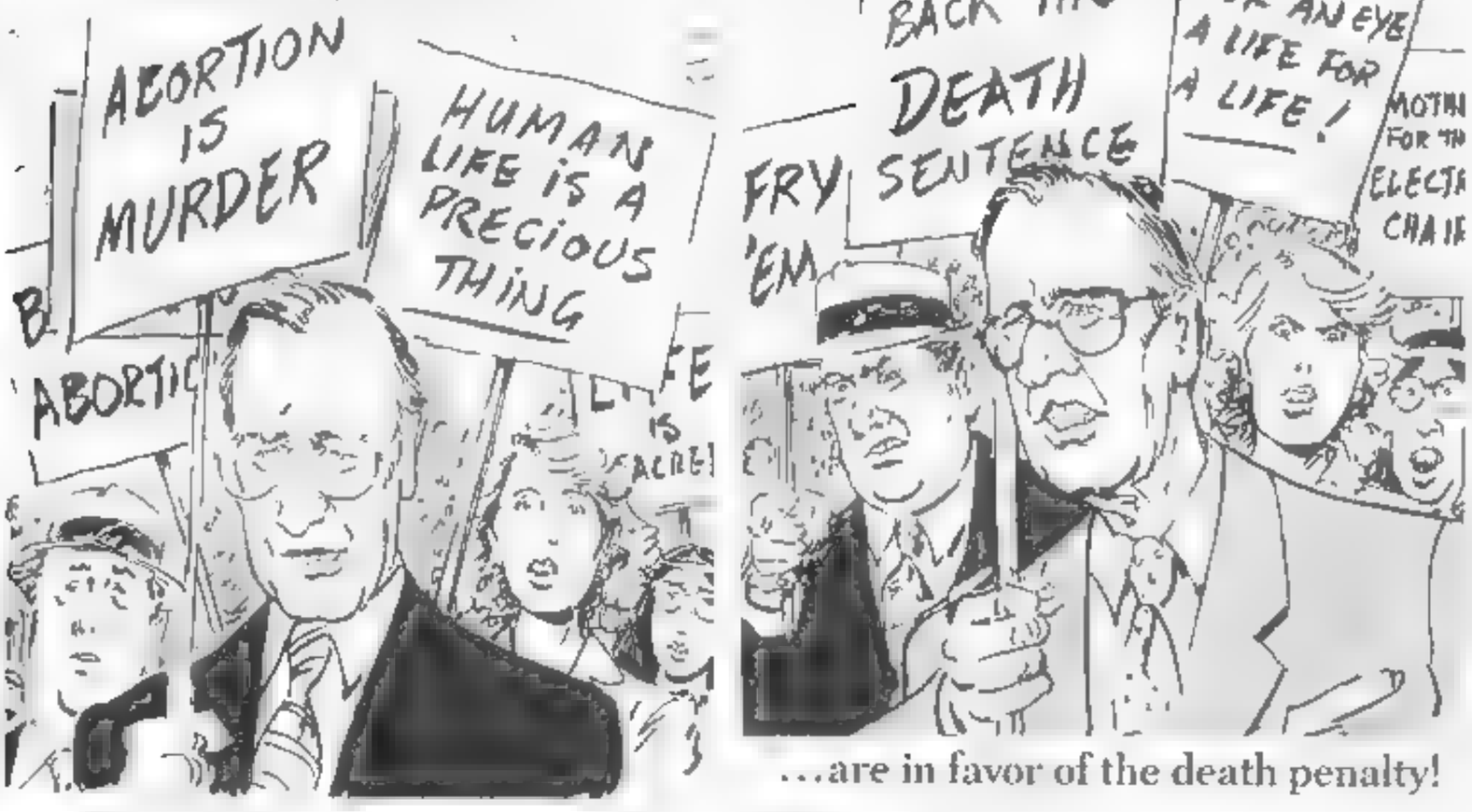
HYPOCRITIC OAFS DEPT.

Did you ever notice that the so
time coming up with hackneye

DID
EVER N
THAT
SA
PEO
WH

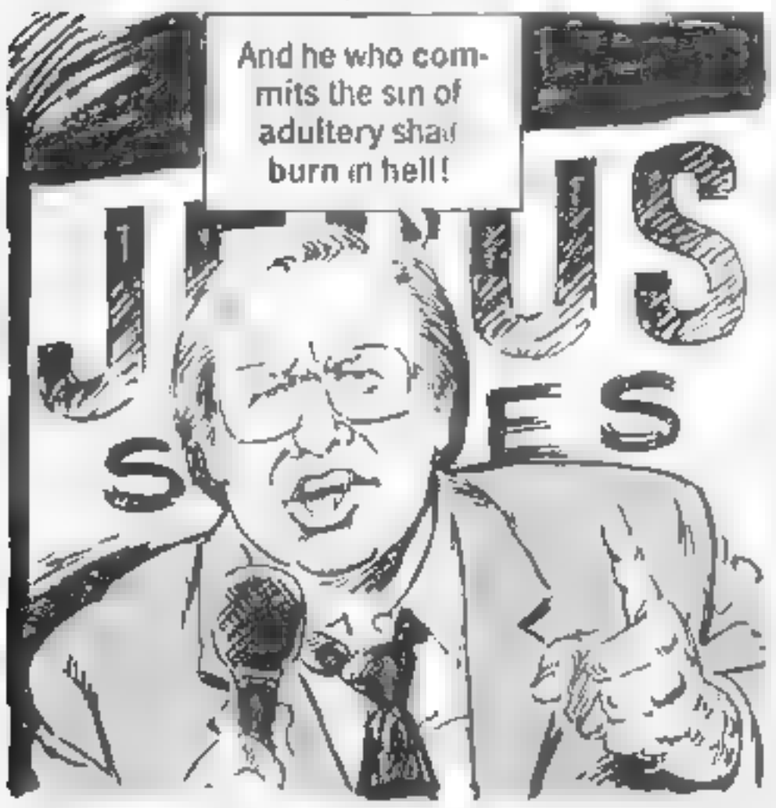
ARTIST: HARRY NORTH

...bitterly oppose abortion...



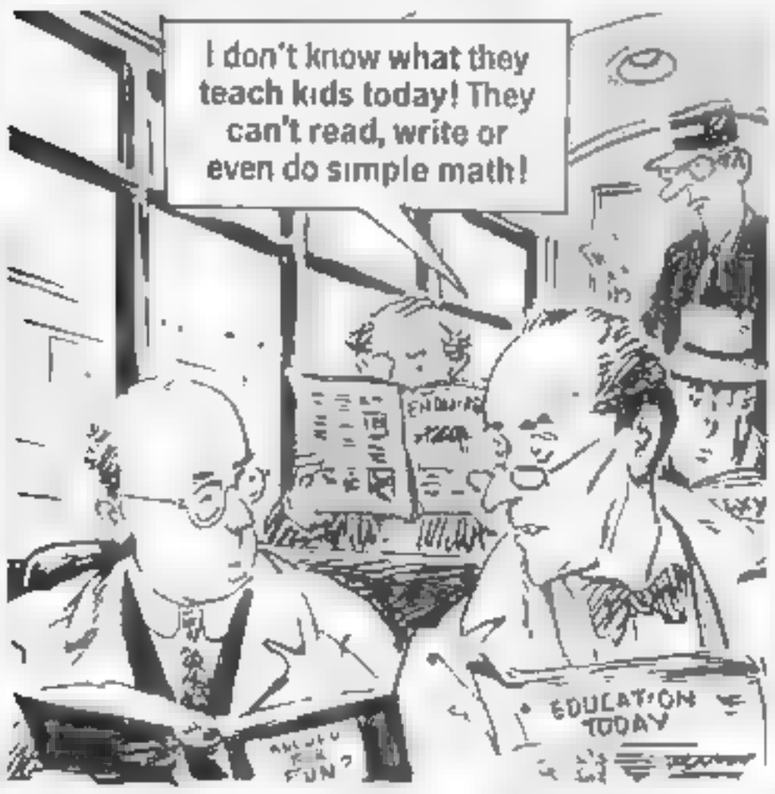
...are in favor of the death penalty!

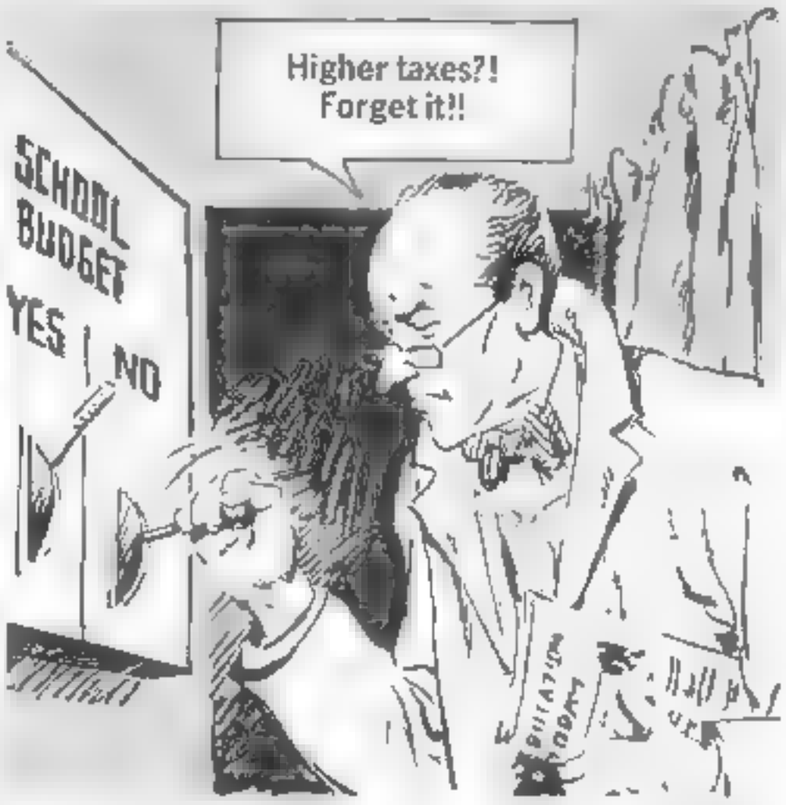
...condemn pornography, sex and adultery the loudest...



...expect to be forgiven when they're caught messing around!

...gripe about the quality of education...





...vote against any tax hike that would give more money to the schools!

...aren't interested in sports and don't attend a game all season...

me MAD writers who waste their
premises come up with stuff like

YOU NOTICE THE ME PLE HO...

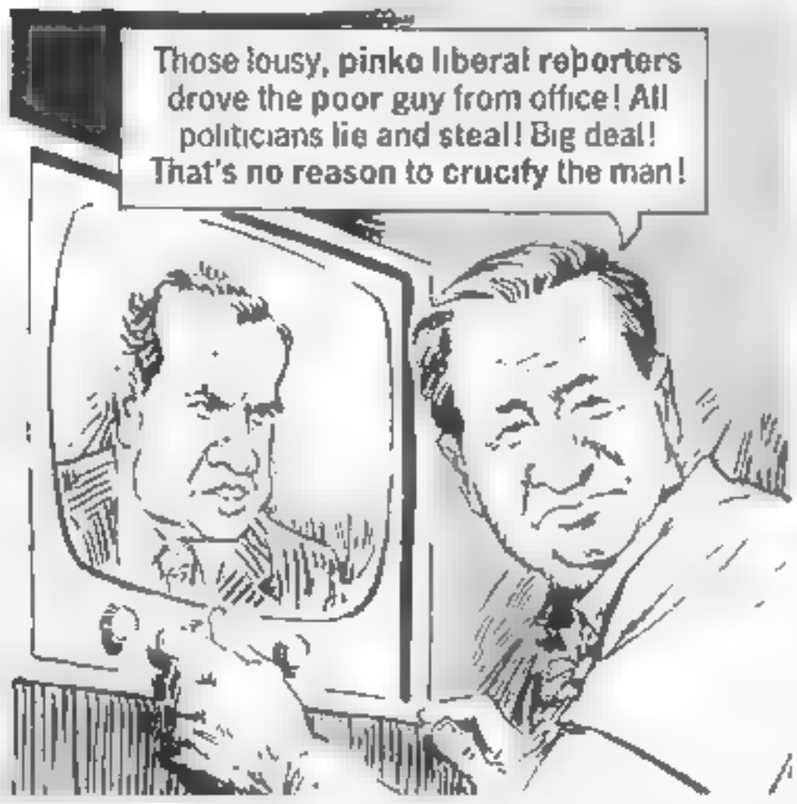
WRITER: LOU SILVERSTONE

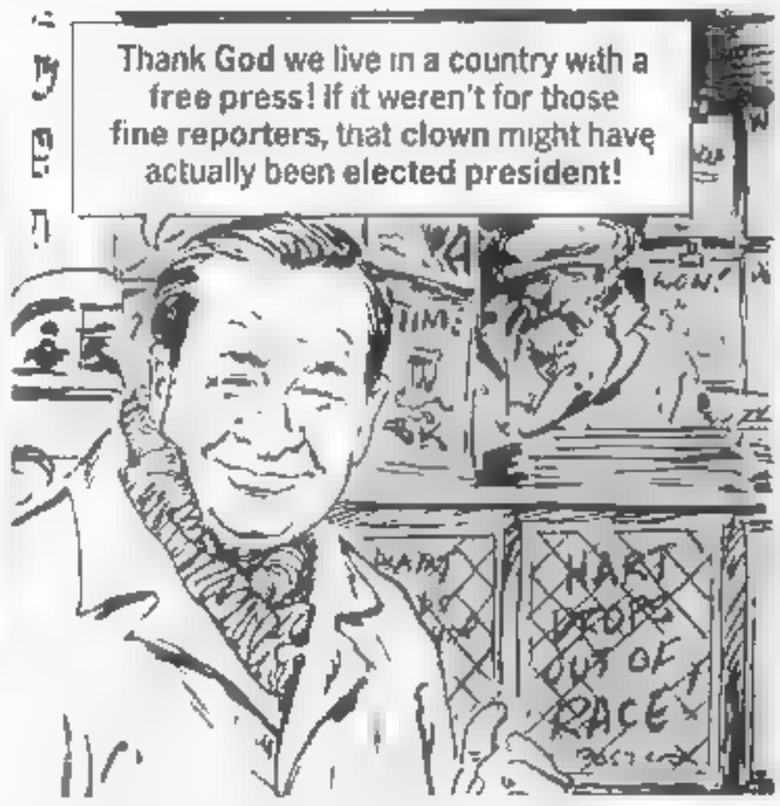
...say the government should do something about the homeless...

We have children! We can't tolerate all these bums living in our neighborhood!
Definitely not! Having them here would ruin the real estate values!

...go hog wild when it's suggested a shelter be put in their neighborhood!

...blame the media for Nixon's downfall...

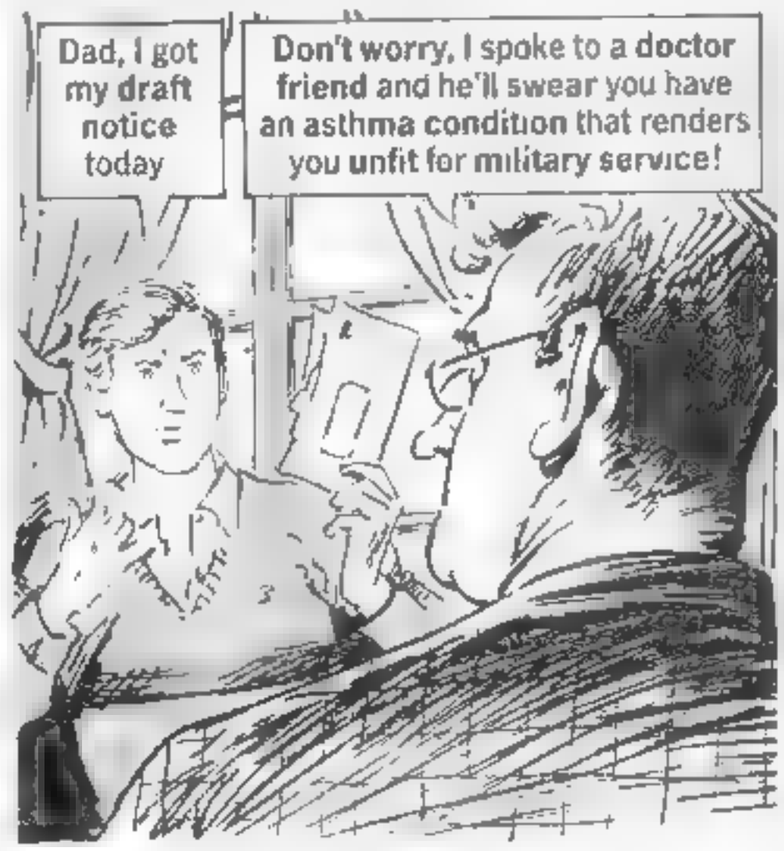

Those lousy, pinko liberal reporters drove the poor guy from office! All politicians lie and steal! Big deal! That's no reason to crucify the man!

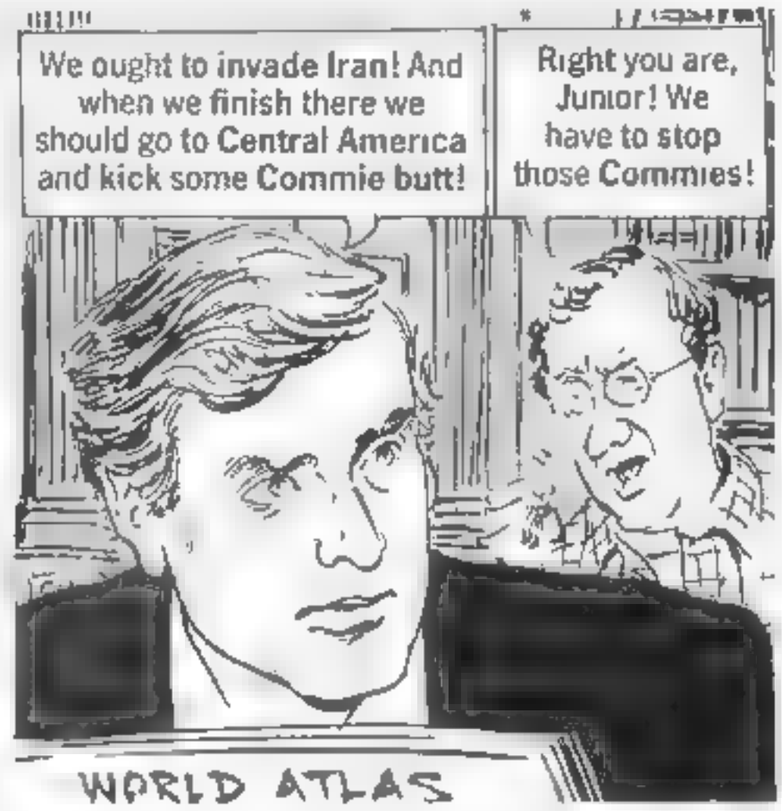

Thank God we live in a country with a free press! If it weren't for those fine reporters, that clown might have actually been elected president!
TIME
HART STOPS OUT OF RACE

...praise the media for exposing Gary Hart's womanizing!

...end up with seats for Playoff and World Series games!

...avoided serving in Vietnam...


Dad, I got my draft notice today
Don't worry, I spoke to a doctor friend and he'll swear you have an asthma condition that renders you unfit for military service!

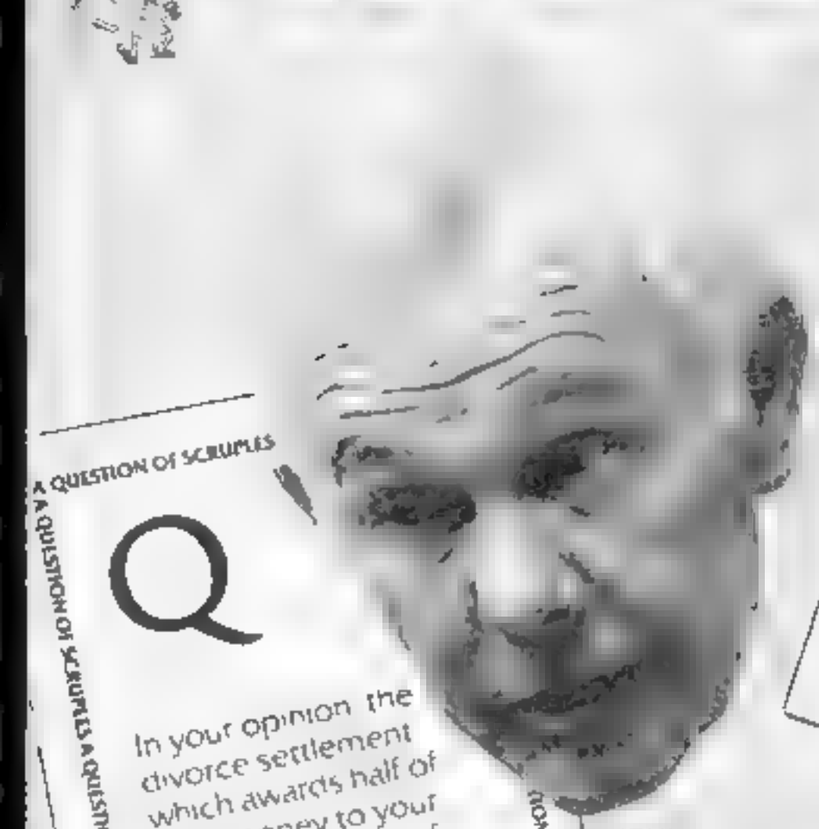

We ought to invade Iran! And when we finish there we should go to Central America and kick some Commie butt!
Right you are, Junior! We have to stop those Commies!
WORLD ATLAS

...are among the most gung-ho hawks in the country today!

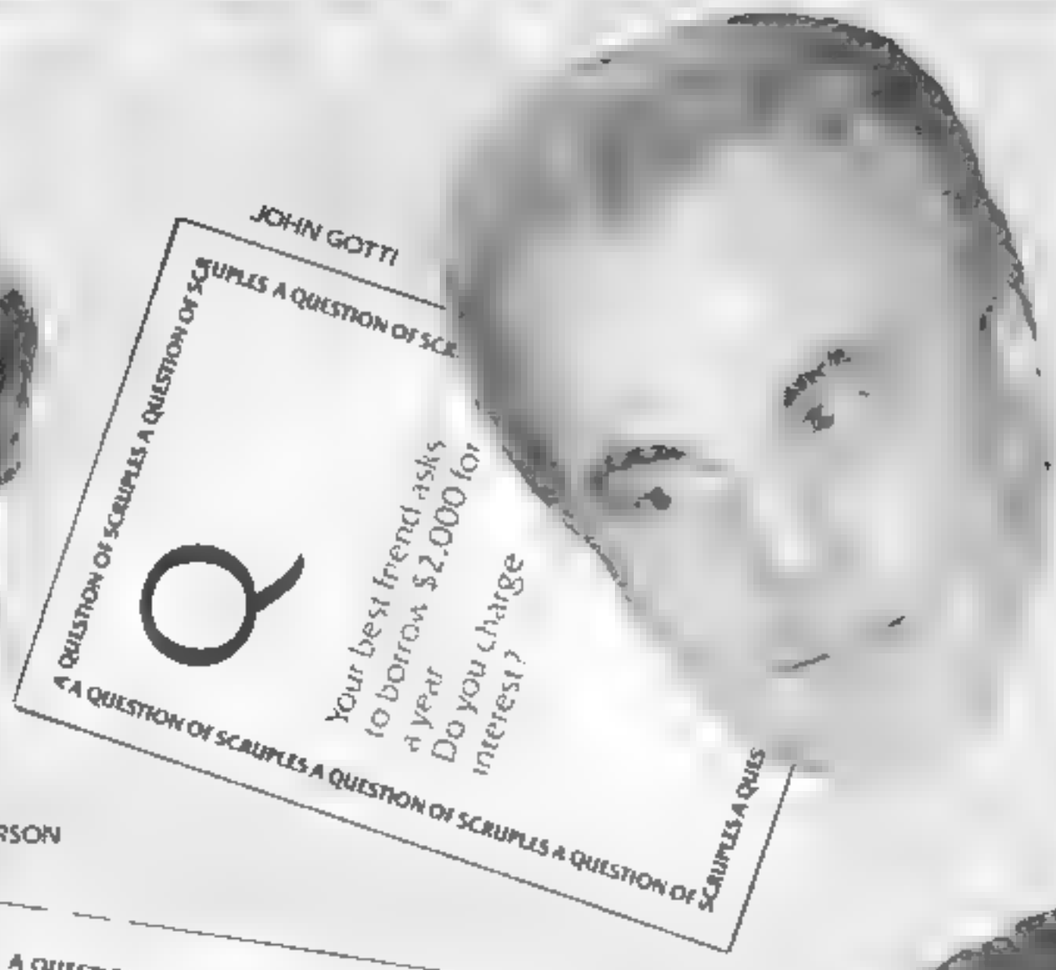
CARD SHOCKS DEPT.

There's a popular game out called A Question Of Scruples, In which players ask each other questions pulled from a deck of "Scruples" cards. The questions are designed to reveal the strength (or complete lack of) a player's ethics, moral feelings and

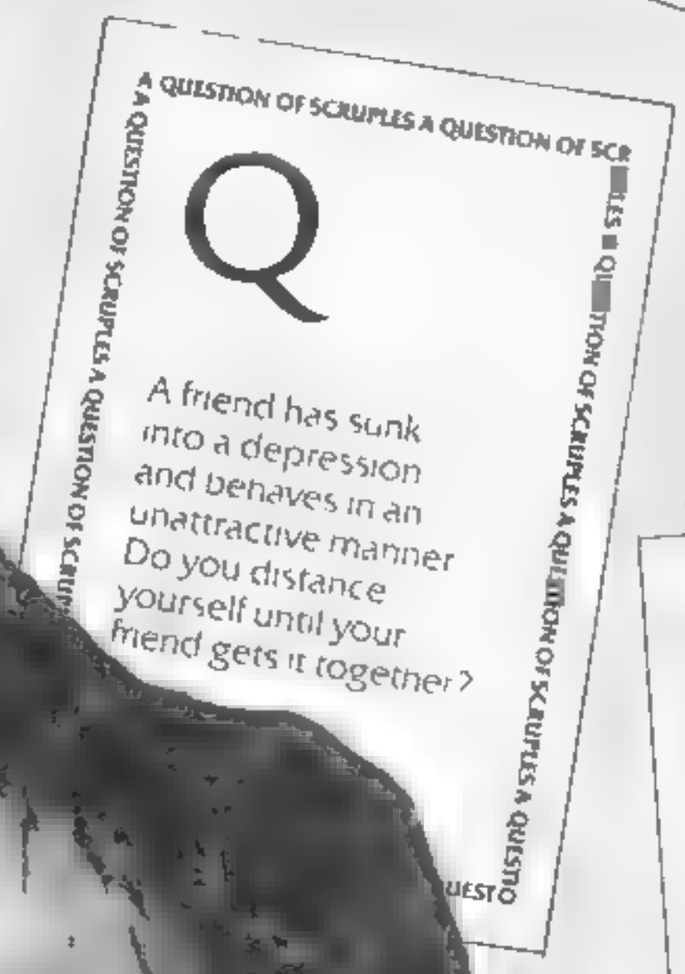
SOME REAL "SCRU
WE'D LIKE TO ASK


A QUESTION OF SCRUPLES
Q
In your opinion the divorce settlement which awards half of your money to your ex is a travesty of justice
Do you seek illegal ways to avoid payment?

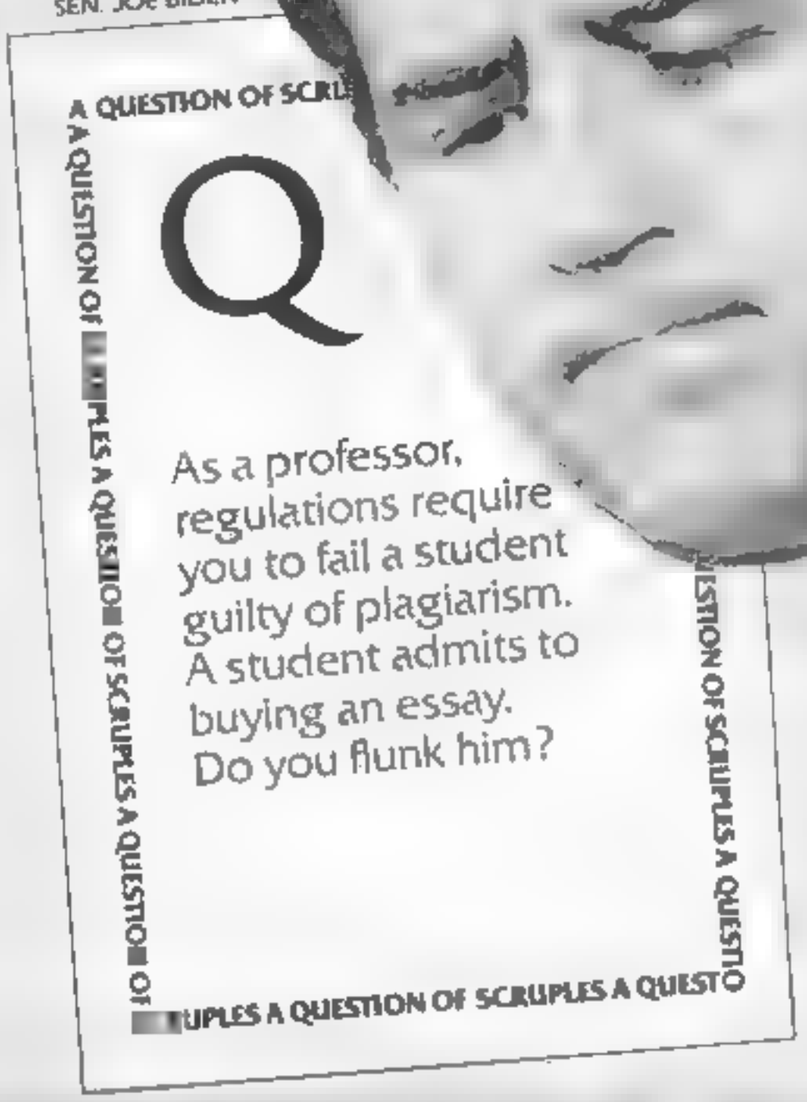
JOHNNY CARSON



JESSICA HAHN


A QUESTION OF SCRUPLES
Q
A friend has sunk into a depression and behaves in an unattractive manner Do you distance yourself until your friend gets it together?

SEN. JOE BIDEN


A QUESTION OF SCRUPLES
Q
As a professor, regulations require you to fail a student guilty of plagiarism. A student admits to buying an essay. Do you flunk him?

ROBIN GIVENS

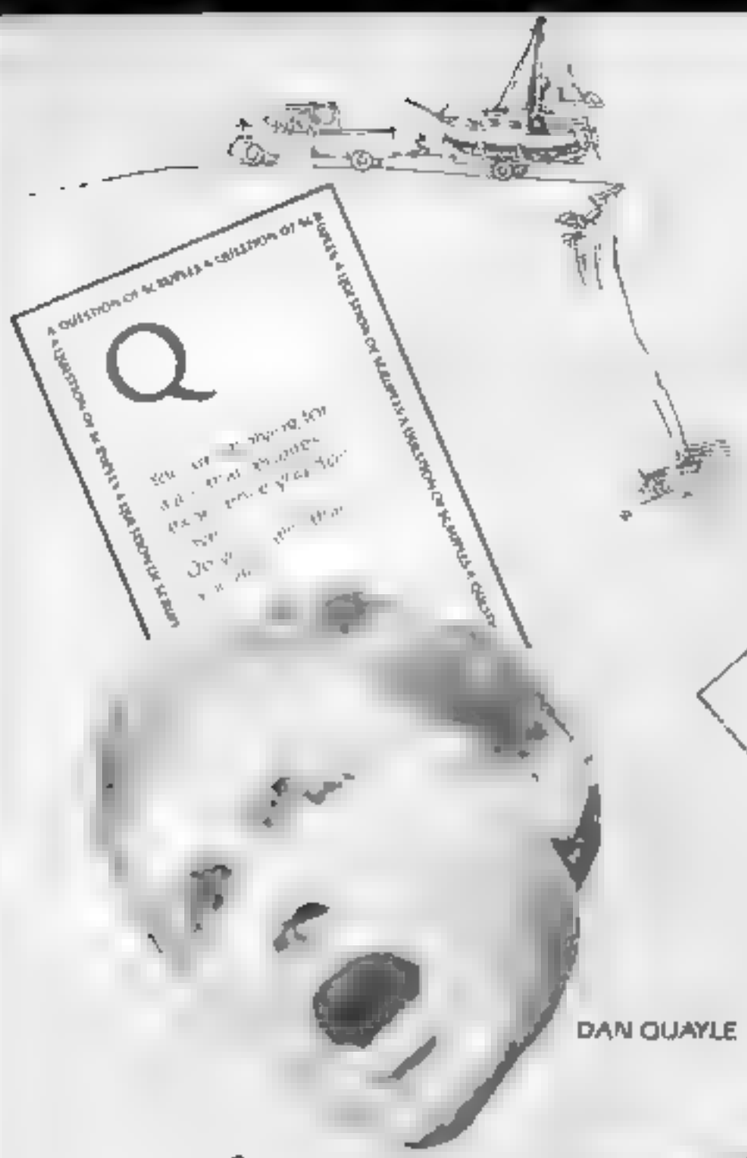
sense of values. We unethical and valueless people at MAD have found that the game really gets going when it puts a person on the spot and makes 'em sweat! With that in mind, we recently went through a deck of "Scruples" cards and came up with...

"PLES" QUESTIONS SOME REAL PEOPLE

WRITER CHARLIE KADAU PHOTOS: AP/WIDE WORLD GOTTI PHOTO: NEIL SCHNEIDER/NY POST

A QUESTION OF SCRUPLES
Q
You know you are attractive Do you use your sex appeal to get ahead in your career?
Your spouse does not satisfy your sexual needs You meet someone who might Do you follow through?
JIM BAKKER
The police ask you for information about a friend involved in political activities. Do you cooperate fully?
OLIVER NORTH
Your teenage children ask if you ever smoked marijuana. You did. Do you lie to prevent them from taking up the habit?
GARY HART
You and your mate expect loyalty and honesty from one another One night out of town you have a fling Do you tell?
You lose an exciting and lucrative job opportunity because of a policy of hiring minorities Do you feel resentful?
FAILED SUPREME COURT NOMINEE DOUGLAS GINSBURG
JESSE JACKSON

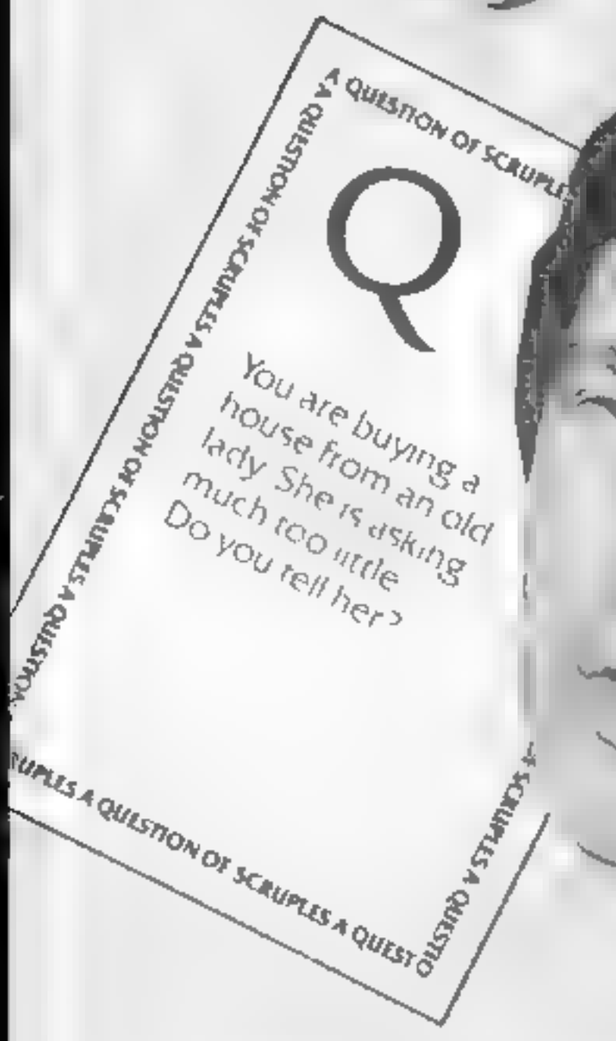
All **A QUESTION OF SCRUPLES** question cards © 1984 High Game Enterprises Inc. Used without permission!



DAN QUAYLE

A QUESTION OF SCRUPLES A QUESTION OF SCRUPLES A QUESTION OF SCRUPLES A QUESTION OF SCRUPLES A QUESTION OF SCRUPLES A QUESTION OF SCRUPLES
Q
You suspect the cleaning woman is sipping your booze when you are out Do you mention it to her?

KITTY DUKAKIS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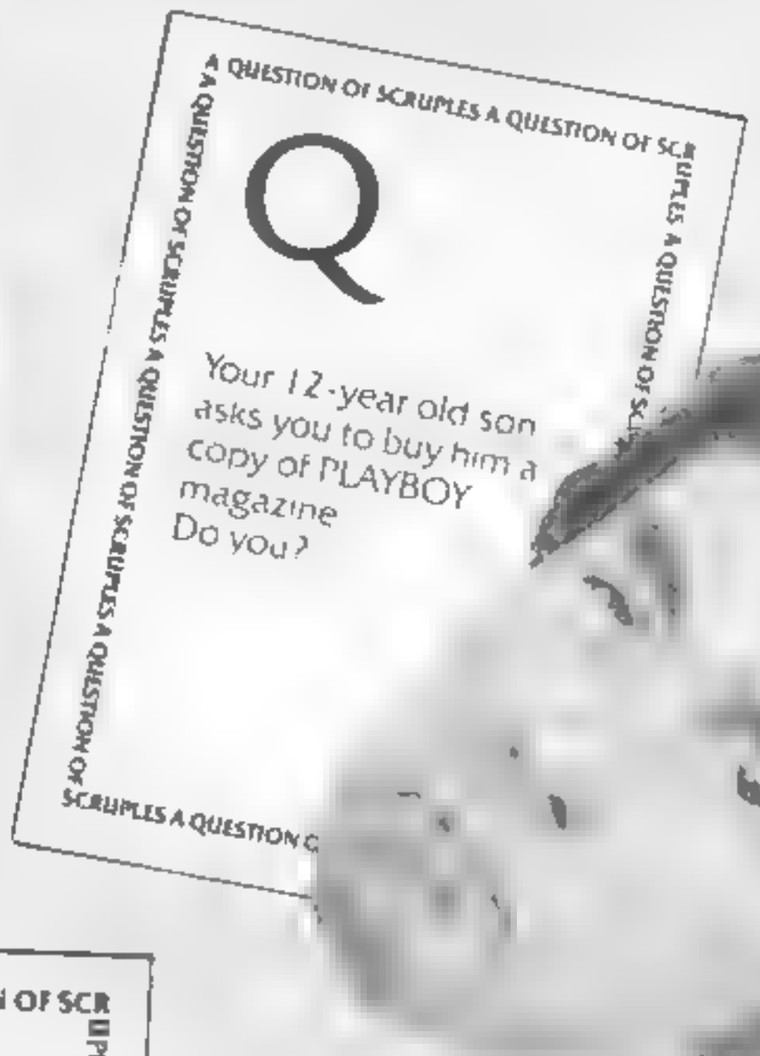
Q
You are buying a house from an old lady. She is asking much too little Do you tell her?

DONALD TRUMP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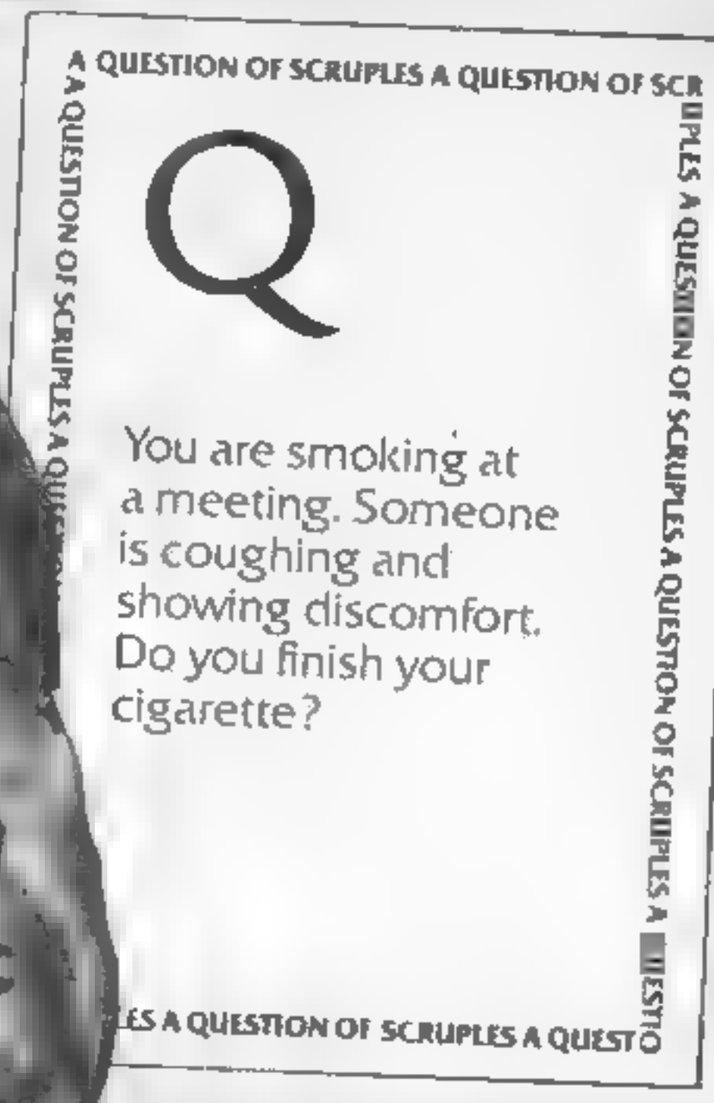
Q
Your 12-year old son asks you to buy him a copy of PLAYBOY magazine Do you?

BOB GUCCIONE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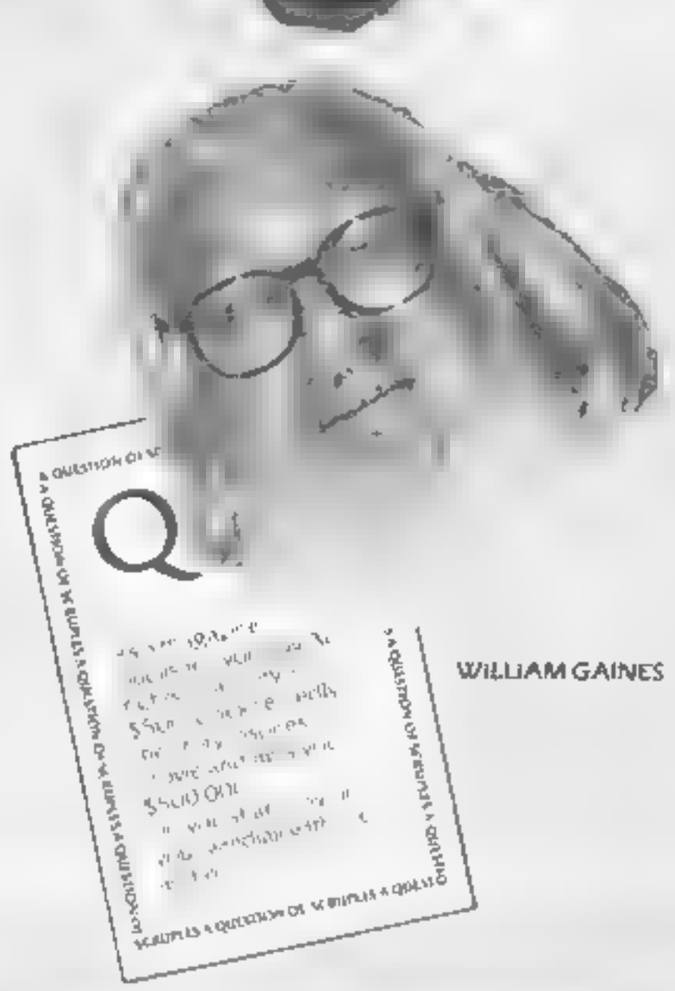
Q
You are smoking at a meeting. Someone is coughing and showing discomfort. Do you finish your cigarette?

MORTON DOWNEY, JR.



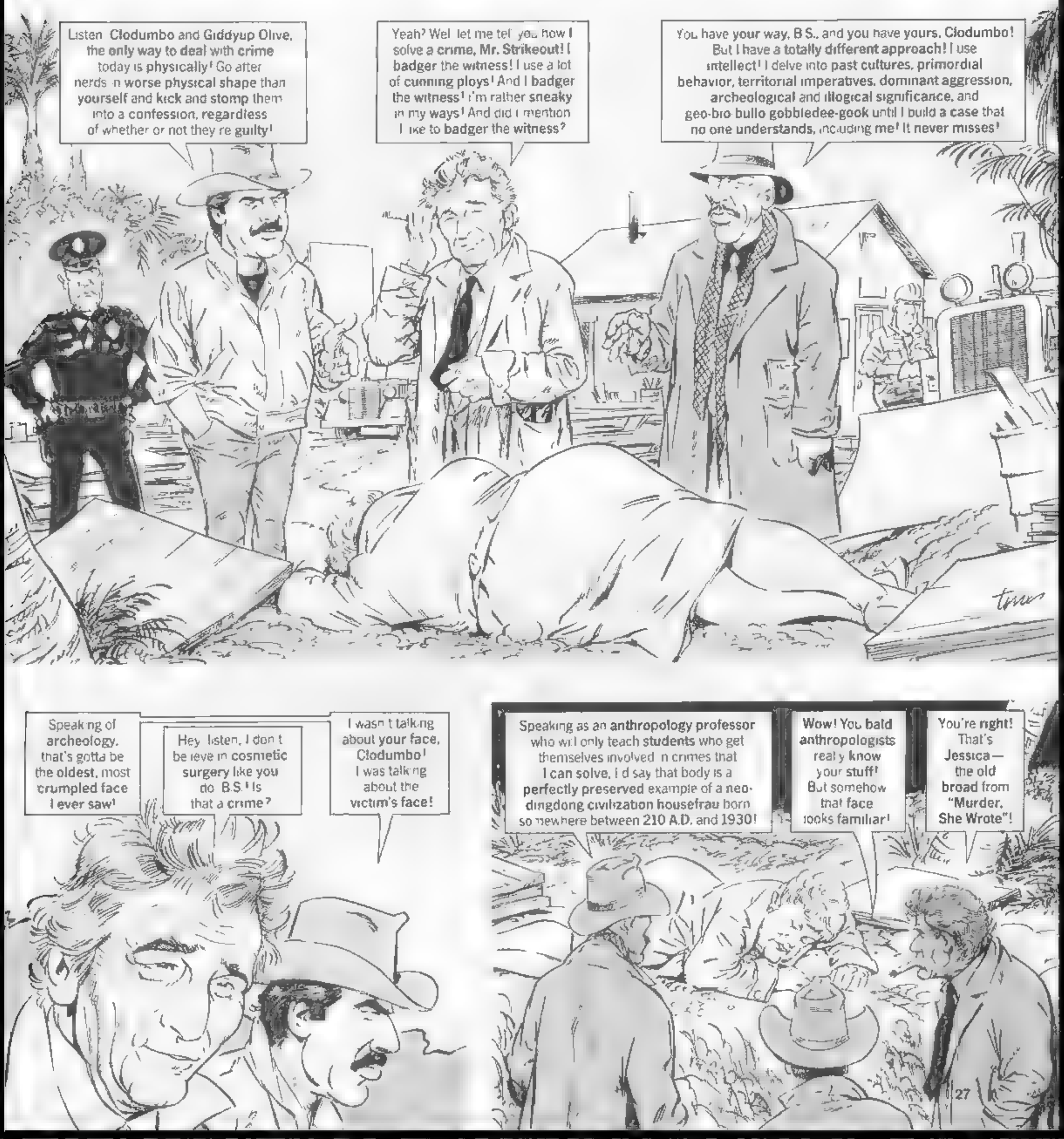
WILLIAM GAINES

THREE MEN AND A BODY DEPT.

What's worse than taking a bad idea for a half hour TV show and stretching it into two hours? Right! Doing it with *three* different bad ideas and calling it...

THE ABC MISERY MOVIE

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO


Listen Clodumbo and Giddyup Olive, the only way to deal with crime today is physically! Go after nerds in worse physical shape than yourself and kick and stomp them into a confession, regardless of whether or not they're guilty!
Yeah? Well let me tell you how I solve a crime, Mr. Strikeout! I badger the witness! I use a lot of cunning ploys! And I badger the witness! I'm rather sneaky in my ways! And did I mention I like to badger the witness?
You have your way, B.S., and you have yours, Clodumbo! But I have a totally different approach! I use intellect! I delve into past cultures, primordial behavior, territorial imperatives, dominant aggression, archeological and illogical significance, and geo-bio-bullo gobbledee-gook until I build a case that no one understands, including me! It never misses!
Speaking of archeology, that's gotta be the oldest, most crumpled face I ever saw!
Hey! Listen, I don't believe in cosmetic surgery like you do, B.S.! Is that a crime?
I wasn't talking about your face, Clodumbo! I was talking about the victim's face!
Speaking as an anthropology professor who will only teach students who get themselves involved in crimes that I can solve, I'd say that body is a perfectly preserved example of a neo-dingdong civilization housefrau born somewhere between 210 A.D. and 1930!
Wow! You bald anthropologists really know your stuff! But somehow that face looks familiar!
You're right! That's Jessica— the old broad from "Murder, She Wrote"!

I'm not surprised Jessica got it! Every friend, relative, or minor acquaintance she ever had got murdered at one time or another, and that includes her postman and the paper delivery boy! There was nobody left to finish off except old Jessica herself!

Oh by the way, Giddyap, if you'll pardon my famous curiosity, are you here to help with this case?

Sure! Remember, I'm an expert on relics — like Jessica — and besides, these days I'm not that welcome in New York City where my third of this show is based!

Can you blame them? In your first two shows you showed child pornography, public murders, satanic worship, animal sacrifice and brutal tong wars! You're giving New York Cesspool a bad name!

Hey, man, I was just trying to show the cultural flavor of the city!

Well, my third of the *Misery Movie* series is hard-hitting too! Why, in just my first two episodes in ritzy Palm Beach I exposed stale danish at a fancy tea party and uncovered a candy wrapper on one of our pristine beaches!

You take the study of anthropology quite seriously, don't you, Giddyap?

Yes, quite! I even own several Ming vases Clodumbo!

Really? What a coincidence! My wife and I own a couple of Franklin Mint plates ourselves!

Speaking of relics, I'd say your raincoat dates back to the Musty Dynasty!

Really, Giddyup? My guess is that it dates back to Goodwill Industry!

Along with your wig! Listen, guys, I'm not that welcome in Hollywood anymore, either! People say I nag them too much! I mean, isn't that ridiculous?

Can you three so-called super sleuths please pay some attention to this body? It was discovered by the bulldozer operator! They're clearing this land to build!

Let me ask you this, officer, if you don't mind! Another condominium?

No, a playgroundominium! Palm Beach is getting even more exclusive! Parents are now paying $250,000 a share for a section of swings and sliding ponds for their kids to personally own!

Hah! That's peanuts compared to the amount of money they offered me not to move here!

If you don't mind me asking, sir, is that all we have to go on? The body? That's it?

What more would you guys like?

How about the name of the killer? Better yet, the name and address of the killer!

Take notice, guys, what I lack in detective skills, I make up for in silliness!

B.S., what you lack in detective skills, the Three Stooges couldn't make up for in silliness!

I thought you guys were the Three Stooges!

I suggest we split up and each work on the crime using his own preposterous approach!

Right! Do you want a lift into town, Giddyup?

No thanks, B.S., I came by bike!

Now let me try to get this straight Giddyup! I know you're supposed to be a jock in your series, but you biked 1500 miles from New York to Palm Beach?

Well, actually I only biked 1,000 miles! I jogged the rest carrying the bike on my shoulders!

How about you, Clodumbo? Are you going into town?

No, I'll stay here! I want to ask this bulldozer operator just one question...

Listen, if I were you, I'd give up right now, buddy!

Give up? What on earth for? I didn't do anything!

That doesn't really matter! Clodumbo will haunt you in such a way that you'll confess just to get him off your back!

Now let me see if I got your story straight! You were running your bulldozer, is that right, sir? Then you looked down and saw this body! Is that correct? I mean, I haven't left anything out, have I, sir?

No, that's it!

Fine! That's my only question! I hope I didn't delay you too long! You can go back to work now, and thank you for all your cooperation! And I mean that sincerely! Oh, just one thing... why did you hate Jessica?

Hate her? I didn't even know the woman!

This isn't getting annoying or anything, is it, sir?

Not at all! Look, why don't I press your raincoat with my bulldozer! You don't even have to bother to take it off!

Oh, oh, now I think you are annoyed! I can't imagine why people just don't warm up to me! Here, want to share my soggy two-week-old cigar for a while?

MAXWELL KORN WRECKING CO

Now it's my turn to show how I solve crimes, Clodumbo! I'm examining this hair sample from the body! It can help give a positive date to its age! Some early cultures used animal fat as hair dressing! But this is from a later culture! I detect Grecian influences!

I'm really impressed, Giddyup! Can you figure out the formula?

Yes! This ■ Grecian Formula #9 for sure!

That matches the "plot formula #9" we're using!

How does that **hair sample** help with the **murder case?**

Let's not jump to **conclusions!** It may not be **murder!** There are **barbaric cultures** where **old folks** are **abandoned** and just left to fade **away!**

Is that the **truth!** I'm not **doubting** your word on **this,** Giddyup, but it's **hard** for me to **imagine people doing that!** Where did you **witness such treatment?**

How about in lots of **nursing homes** all across America, just for **starters!**

But right now it's time to say something **profound!** Ah **here's a gem!** I'm quoting from **Professor Chick Glitz** .

You quote a lot of **principles,** but they never seem to have a bearing on the case you're working on!

They **don't,** but they sound so **profound,** I'm sure the viewers think they must have something to do with the case! Listen..."***The trouble with learning from experience is that you get the test before the lesson!***"

B.S., what are you doing?

Imagine this **young punk** pushing his way in here! I'm just **showing him** I still **got** what it **takes!** I may be getting a bit **older** and carrying a few more **pounds** around but...

He's just **delivering** the **food** I **ordered!** The kid's **harmless!**

I know! Why do you think I'm **hitting him!** Hey! At my **age** I gotta go after the **harmless ones!** I can't **beat up** just **anybody!**

I thought you were working on a **case!**

I am, but you know how I **work!** I let the facts **stew** in my mind while I **roam** the **beach** or **walk** through **beautiful gardens!**

And does that help you to **think clearly?**

No, that helps **satisfy** the people who **live here!** They wouldn't let me **film** if I didn't **show Palm Beach** as **picture perfect!** It raises their **property values!** Say, isn't that **Clodumbo** out there in a **rowboat?**

Just **one more minute** of your time, sir!

Clodumbo, I ventured way out here to get **away** from **you!** And I **can't** even **swim!** Now will you leave me **alone!** I know **nothing** about **Jessica's murder,** but I'll **confess** if you'll just **leave me alone!**

Oh gosh! I think I see a **huge shark** coming **this way!**

Thank God! It'll be a much **less painful death** than **dealing** with **you!**

KYETCH II

Okay, let's spin it out again — a woman who plays a sleuth on a hit TV series is murdered! Now, who would have a strong enough motive to do it?

How about someone who plays a sleuth on a TV series that isn't nearly as successful as Jessica's?

You're right! Clodumbo killed her! Wait! It could also be Giddyup Olive!

It might even be someone closer than that, B.S.!

You? No way, Odd! I find that too impossible to believe!

Listen, B.S., while you do some more thinking, I'll go out and dig up all the clues so you can once again solve the case and get all the credit!

Hey! How did you know that was my plan?

Easy! You signed to do only a 30-minute show! That means we need 90 minutes of filler to make this a two-hour movie!

I saw you trying to sneak onto my houseboat, punk! Stop!

I caught you and I'm not even winded! My God, it's Jessica! You're not dead!

Right! And I would've gotten away for sure if they hadn't sent in your double to run for you, fatso!

But how could you still be alive? We saw you lying in the field dead, right guys?

Did any one of you so called sleuths check to see if I was actually dead? I was just sound asleep!

Now let me get this straight, if you don't mind, Jessica! You mean to say that you were sound asleep and you didn't hear the three of us talking?

Of course I heard you talking! What do you think put me to sleep? But I figured I'd let you boys carry on like the jerks that you are and prove that just one old broad like me can outshine three old geezers like you!

Oh, yeah? Says who?

Well, the Neilsen ratings, for one!

So we wasted our time on this crime?

You guys might have, but I didn't! That guy with the bulldozer already confessed to whatever crime takes place on my next show, so I'm one up on both of you!

COMING TO A DEBT END DEPT.

MAD Suggestions for REDU

REDUCE THE NATIONAL PARK WORKFORCE BY MAKING *WILDLIFE* EARN THEIR KEEP!

$4.00 PER CAR

ISSUE "ONE SIZE FITS ALL"

PACKAGE AND SELL SHREDDED GOVERNMENT DOCUMENTS AS KITTY LITTER ...

HEY, PETE! WHO GETS THIS **OLLIE NORTH** SHIPMENT?

FINE
EXTRA FINE
ROUGH
DE LUXE

KITTY-POO

REDUCE MILITARY PARADES TO A **ONE-MAN BAND**...

COLLECT ROYALTY FEES THE NATIONAL

...AND THE STA

CING the NATIONAL DEBT

UNIFORMS TO THE ARMED SERVICES...

AT EASE, MEN!

SELL VANITY LICENSE PLATES TO FOREIGN DIPLOMATS...

ARTIST AND WRITER: PAUL PETER PORGES

TURN OVER OUR FOREIGN LOAN COLLECTIONS TO A TOUGHER AGENCY...

NEXT MONTH IT'LL BE **DOUBLE**, CREEP!

FOR THE SINGING OF **ANTHEM**...

R-SPANGLED BANNER...♫

SET UP A "SHARE-A-RIDE" SYSTEM FOR GOVERNMENT LIMO USERS...

MOVE YOUR BUTT, SENATOR!

PORGES

Legend has it that college athletes once were clean-living, law-abiding types idolized as role models. But with all the recent scandals, it seems a new breed of jock is emerging—one who's more a role model for aspiring criminals! Which leads us to this rhyming saga of

TEN COLLEGE ATHLETES

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

Ten college athletes,
The best the school could sign;
One punched out a campus cop—
Slam! Bam! We're down to nine.

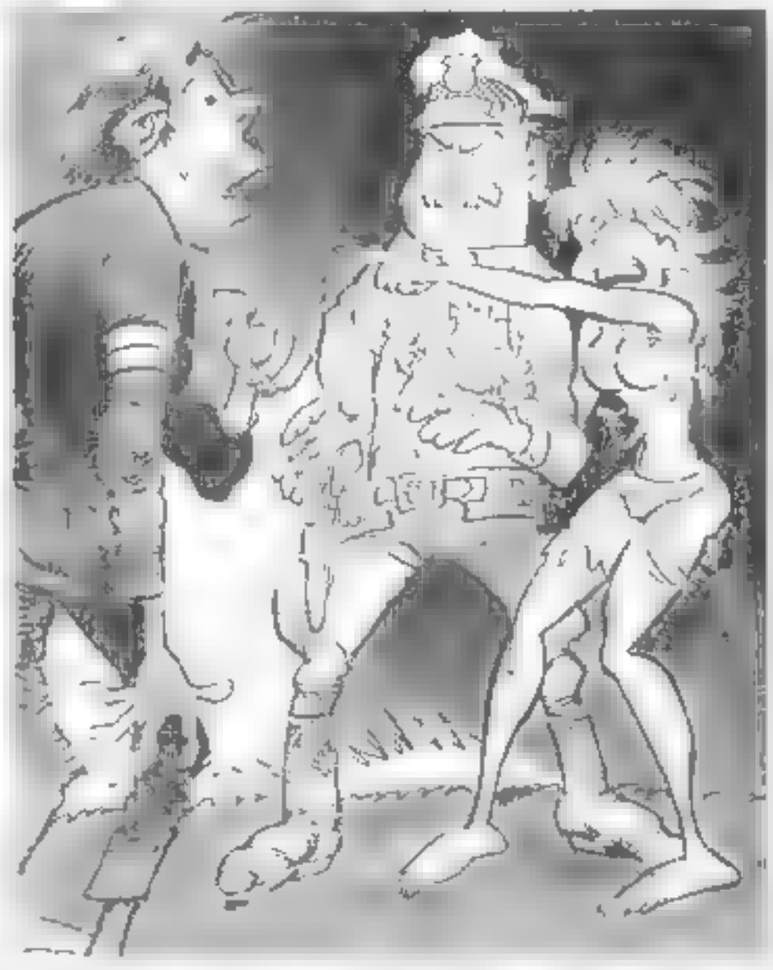
Nine freshmen athletes,
Beefed up and looking great;
One OD'd on steroid shots—
He's stiff, which leaves us eight.

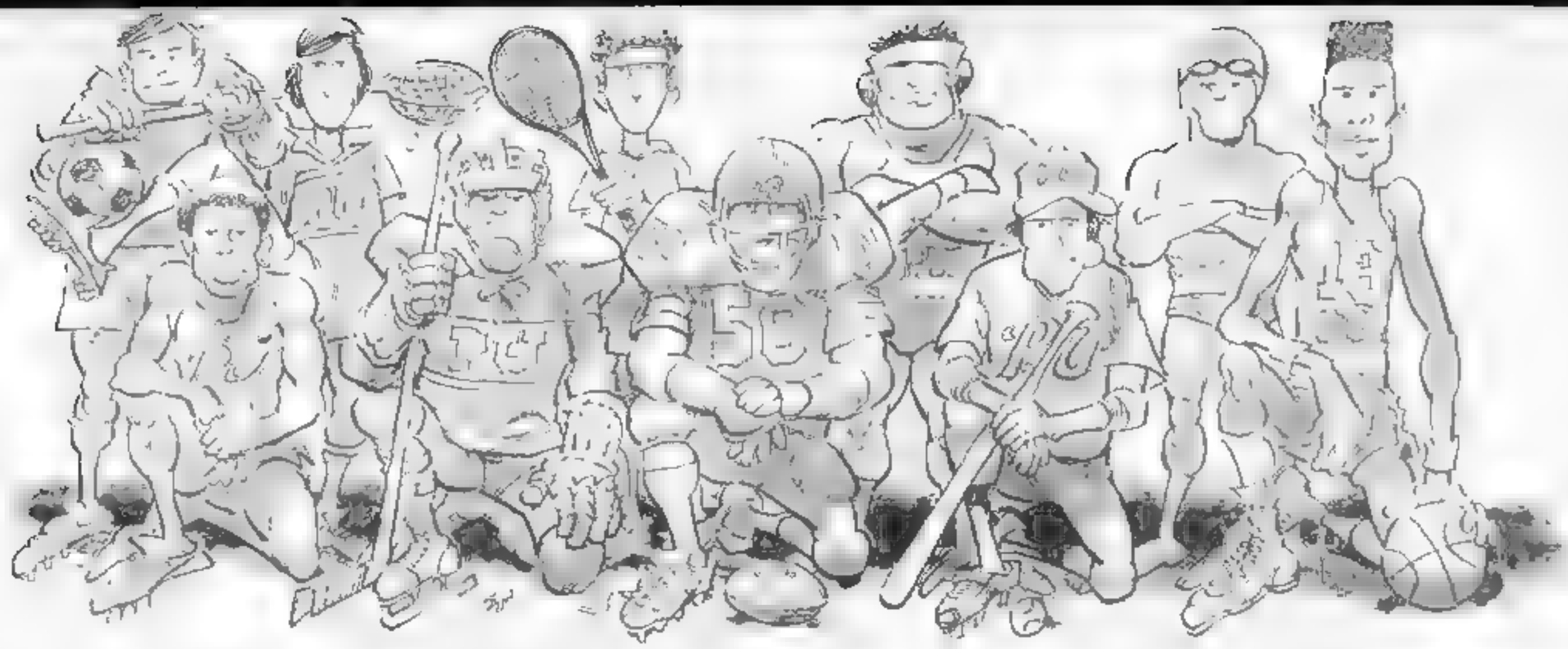
Eight freshmen athletes,
With juiced-up Porsches revvin';
One was driving stolen wheels—
Beep-beep—we're down to seven.

Four junior athletes,
Unleashed and running free;
One shot up a bar and grill—
Boom! Boom! We're down to three.

Three senior athletes,
In class, without a clue;
One flunked out and stabbed his prof—
Point made—which leaves us two.

Two senior athletes,
Their school-days nearly done;
One got nailed for coed rape—
School's out—we're down to one.





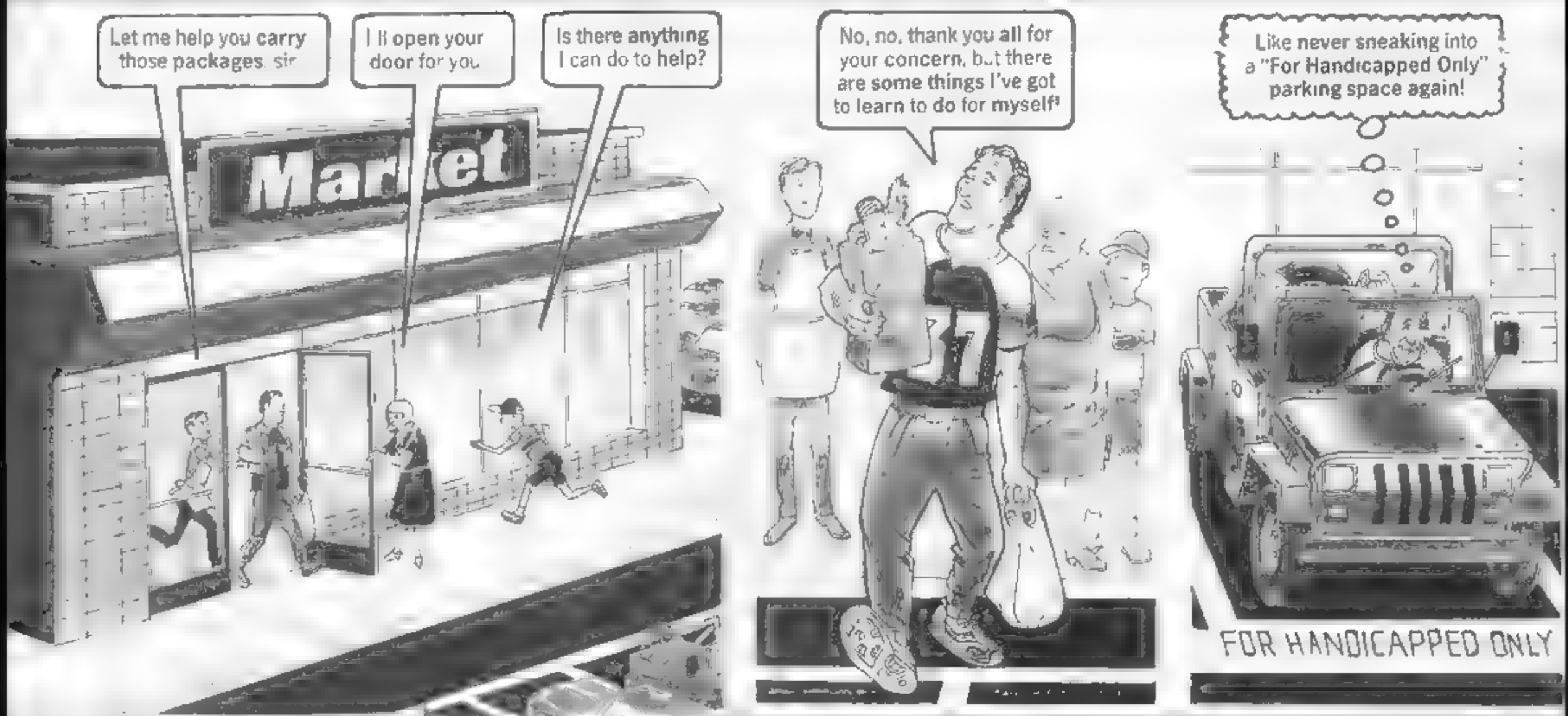
Seven soph'more athletes,
Big spenders with the chicks;
One took payoffs from alums—
Bye, guy—that leaves us six.

Six soph'more athletes,
Each betting he'll survive;
One helped gamblers fix a game—
Bet's off—we're down to five.

Five junior athletes,
Hot stuff and out to score;
One got busted dealing coke—
Toot-toot—that leaves us four.

One college athlete,
Respected, clean, sincere;
My gosh, he's gonna graduate!
Hey! What's he doing here?

COMPASSION


Let me help you carry those packages, sir
I'll open your door for you
Is there anything I can do to help?
Market
No, no, thank you all for your concern, but there are some things I've got to learn to do for myself!
Like never sneaking into a "For Handicapped Only" parking space again!
FOR HANDICAPPED ONLY

BERG'S-EYE VIEW DEPT.

THE LIGHTE

DOUBLE STANDARDS

Your Honor, I feel I'm not qualified to sit on this jury because I'm totally against the death penalty!
This isn't a capital case, it's a civil suit! A wife is suing her husband for giving her a black eye!
In that case I'm totally for the death penalty!

QUICK THINKING

I just heard a noise downstairs! It could be a burglar! I'm going to call for a pizza!
A pizza? Are you nuts? You should be calling the police!

No nowadays the pizza delivery guy shows up faster than the police answer your call! If there's a burglar down there, he'll run!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

HUNTERS

BACHELORS

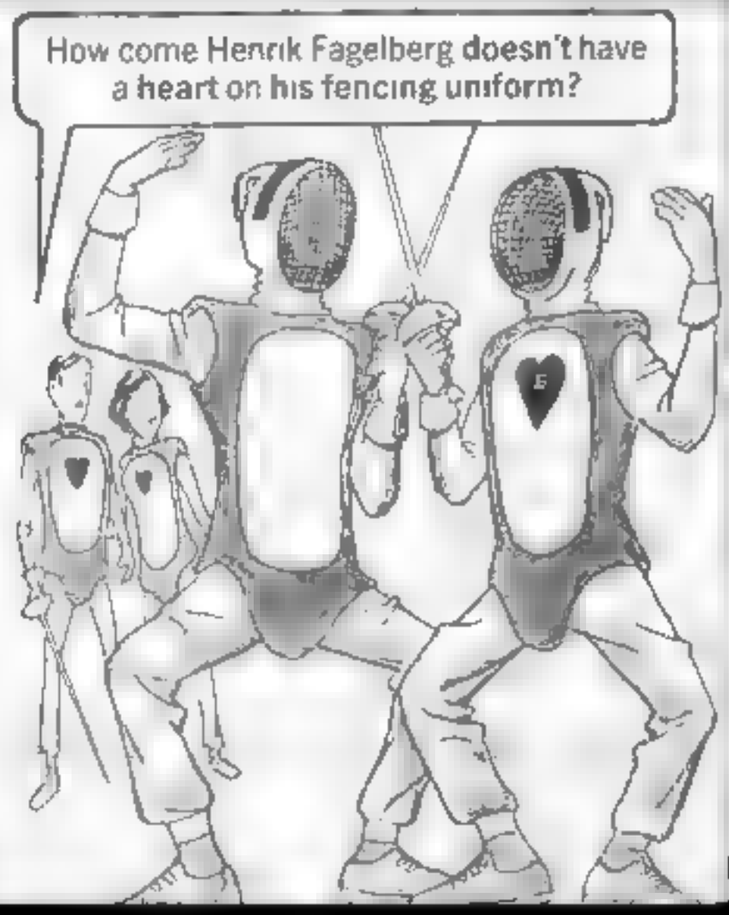
C'mon, Brian let s go shoot a few hoops!
I can't do it today Mitch! I m getting the place ready for my wedding next month! Look at this—I bought a new can opener, a food processor, a microwave, a self-defrosting refrig, a new coffee-maker with a timer...
So why do you need a wife?

RESTAURANTS

COMPUTERS

TELEVISION

DRESS CODES

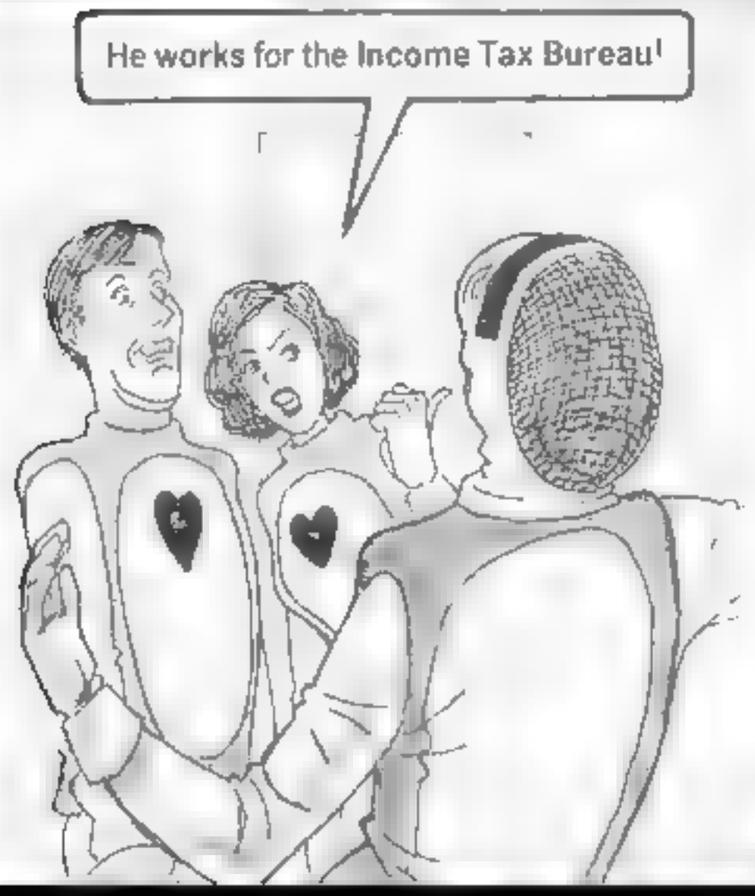


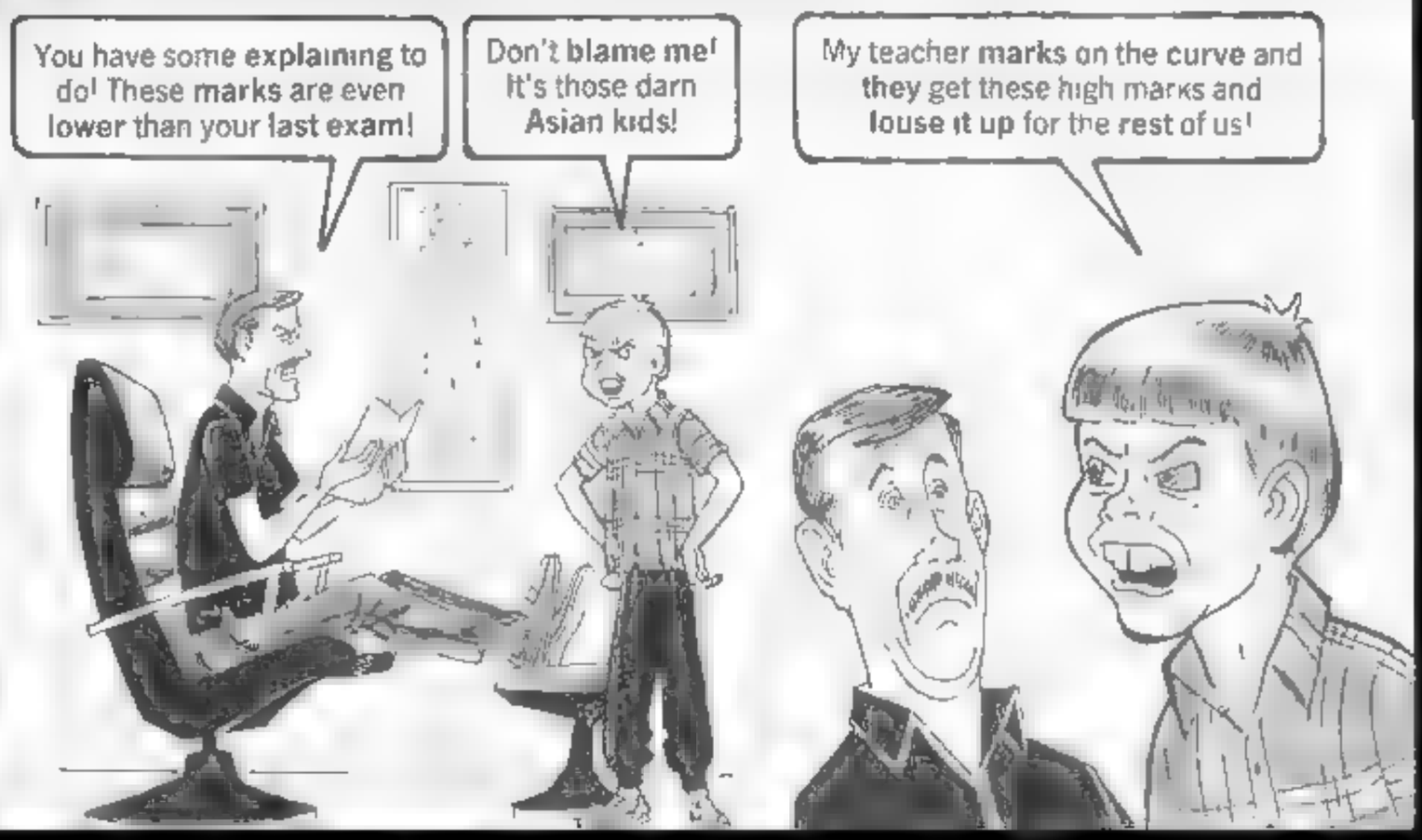
SHOPPING

TEENS

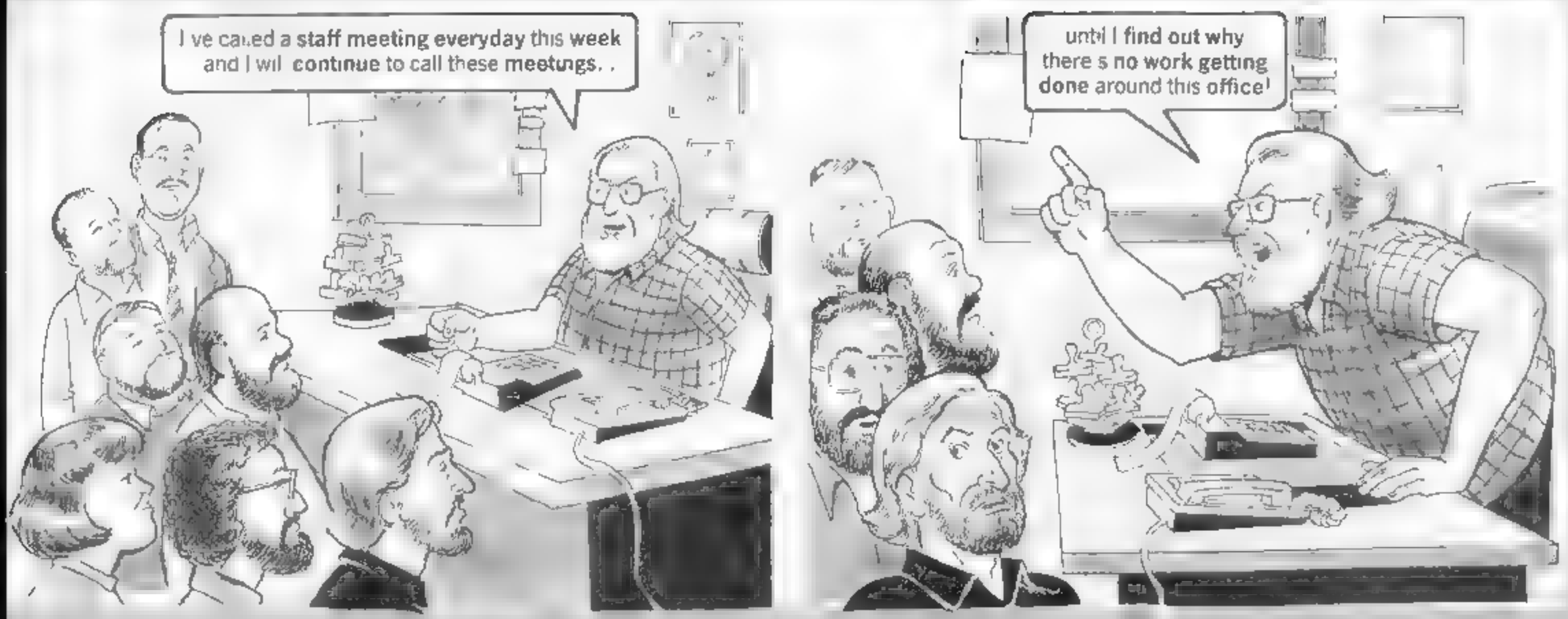
Whenever Teddy misbehaved as a little boy, we sent him to his room as punishment!
Now that he's a teenager we can't get him out of there!
SOLITARY CONFINEMENT
KEEP OUT!!! THIS MEANS YOU!!
VERBOTEN!
NO ONE OVER 16 ALLOWED!

PREDJUDICE

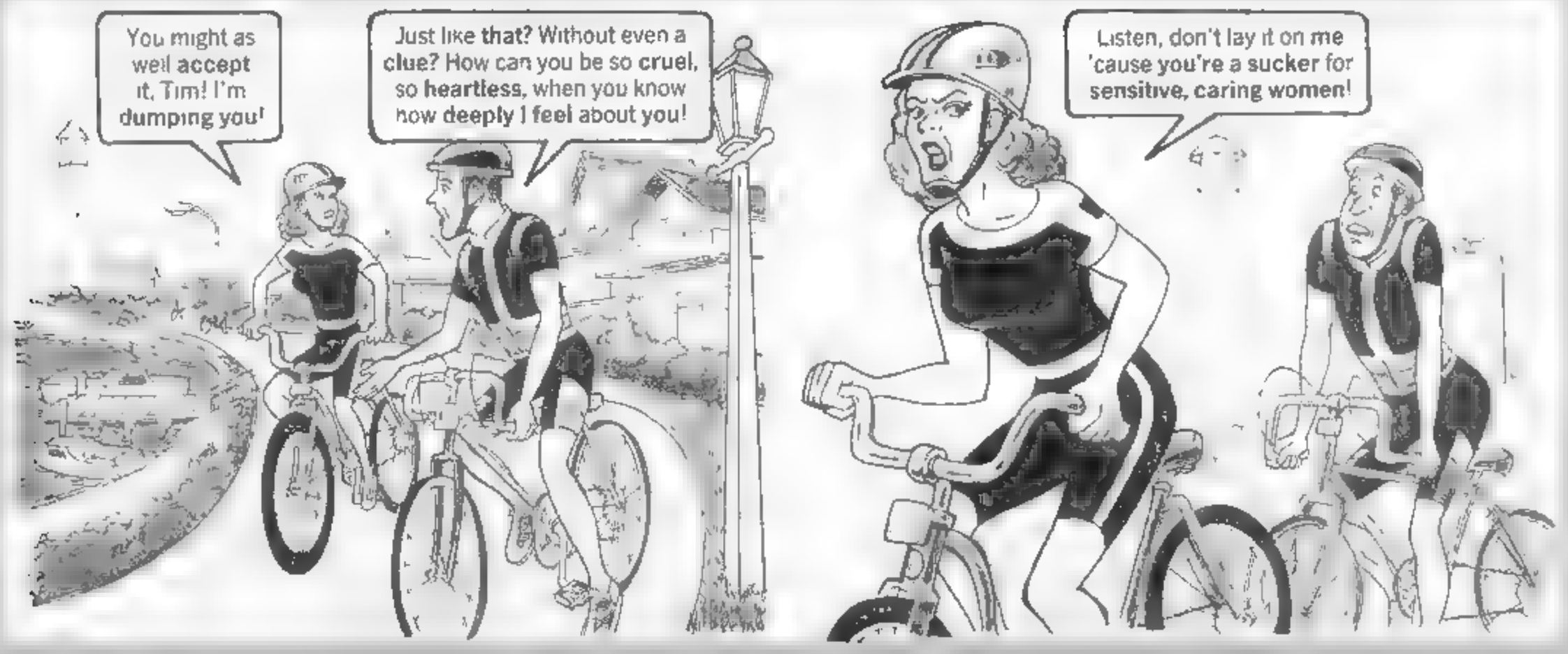



You have some explaining to do! These marks are even lower than your last exam!
Don't blame me! It's those darn Asian kids!
My teacher marks on the curve and they get these high marks and louse it up for the rest of us!

THE OFFICE


I've called a staff meeting everyday this week and I will continue to call these meetings...
until I find out why there's no work getting done around this office!

RELATIONSHIPS


You might as well accept it, Tim! I'm dumping you!
Just like that? Without even a clue? How can you be so cruel, so heartless, when you know how deeply I feel about you!
Listen, don't lay it on me 'cause you're a sucker for sensitive, caring women!

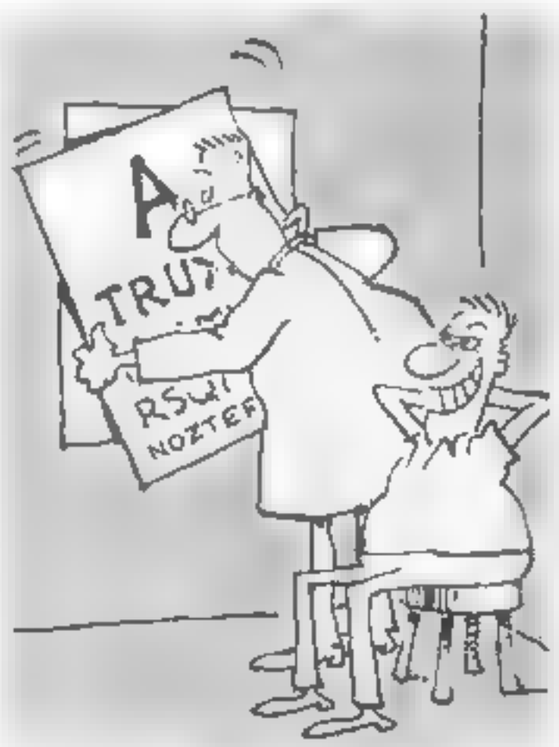
DOCTORS

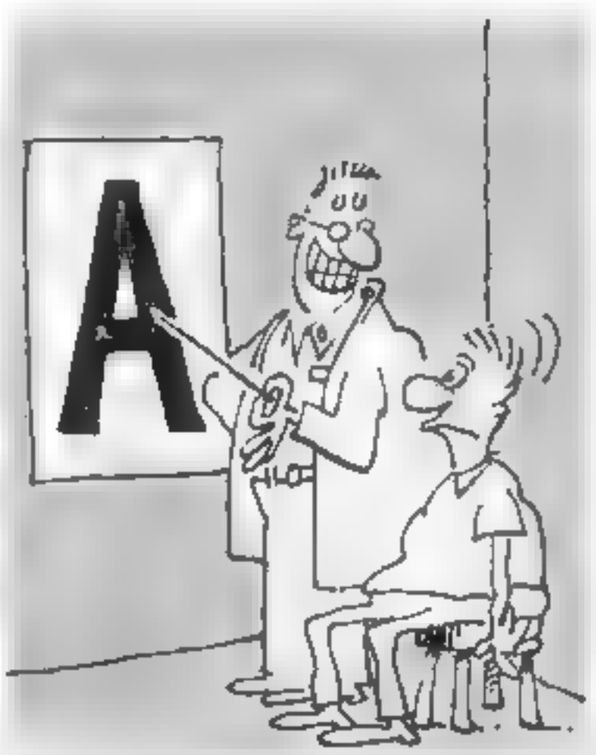
To tell you the truth, Mrs. Kaputnik, I don't like the looks of your husband!
Neither do I, Doctor!
But he's a good father and a hard worker! So if he's no Tom Cruise...
PET SHOP

SERGE-IN GENERAL DEPT.

A MAD LOOK AT BASIC TRAINING

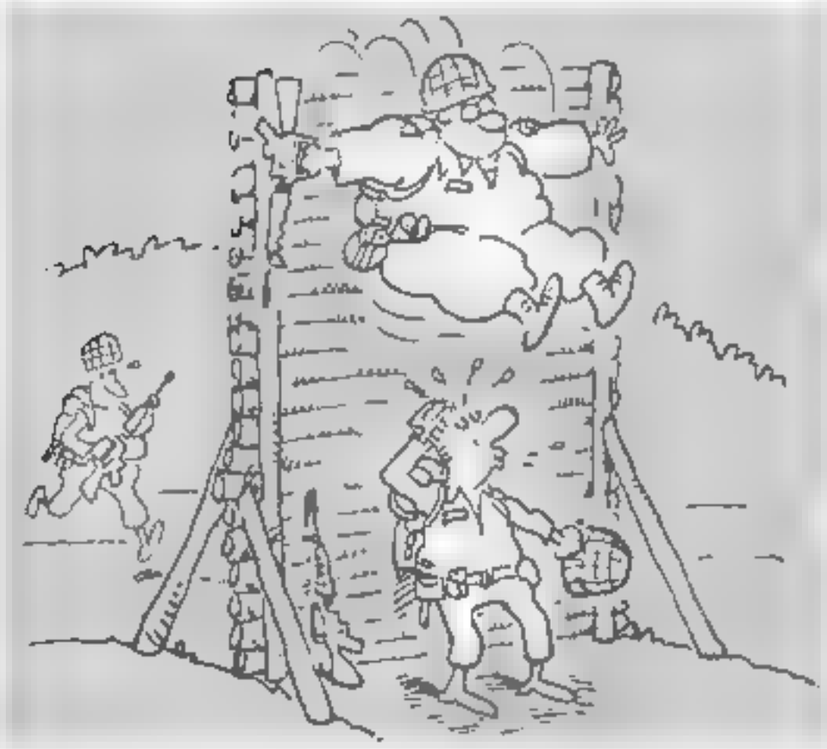
ARTIST AND WRITER· SERGIO ARAGONES

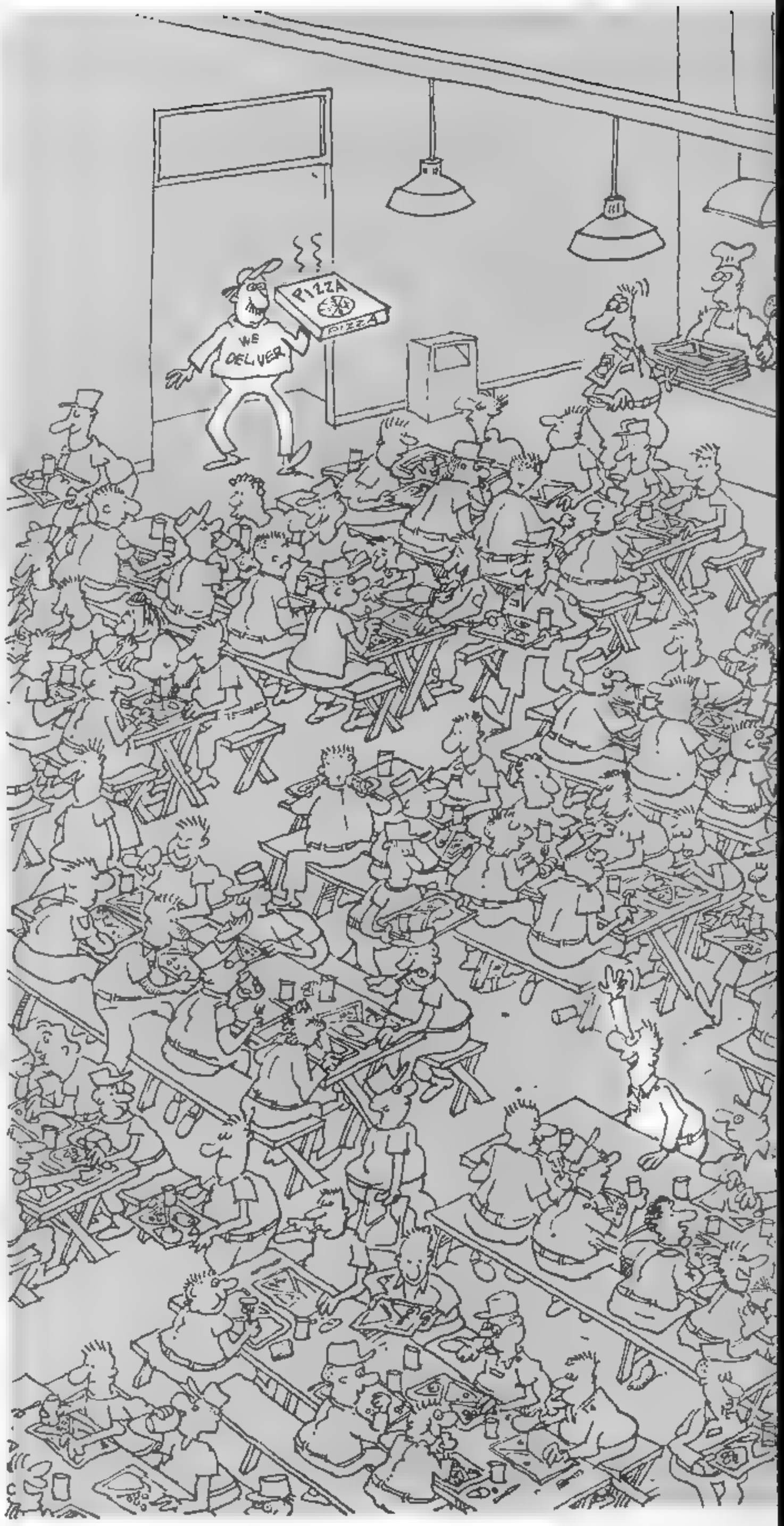


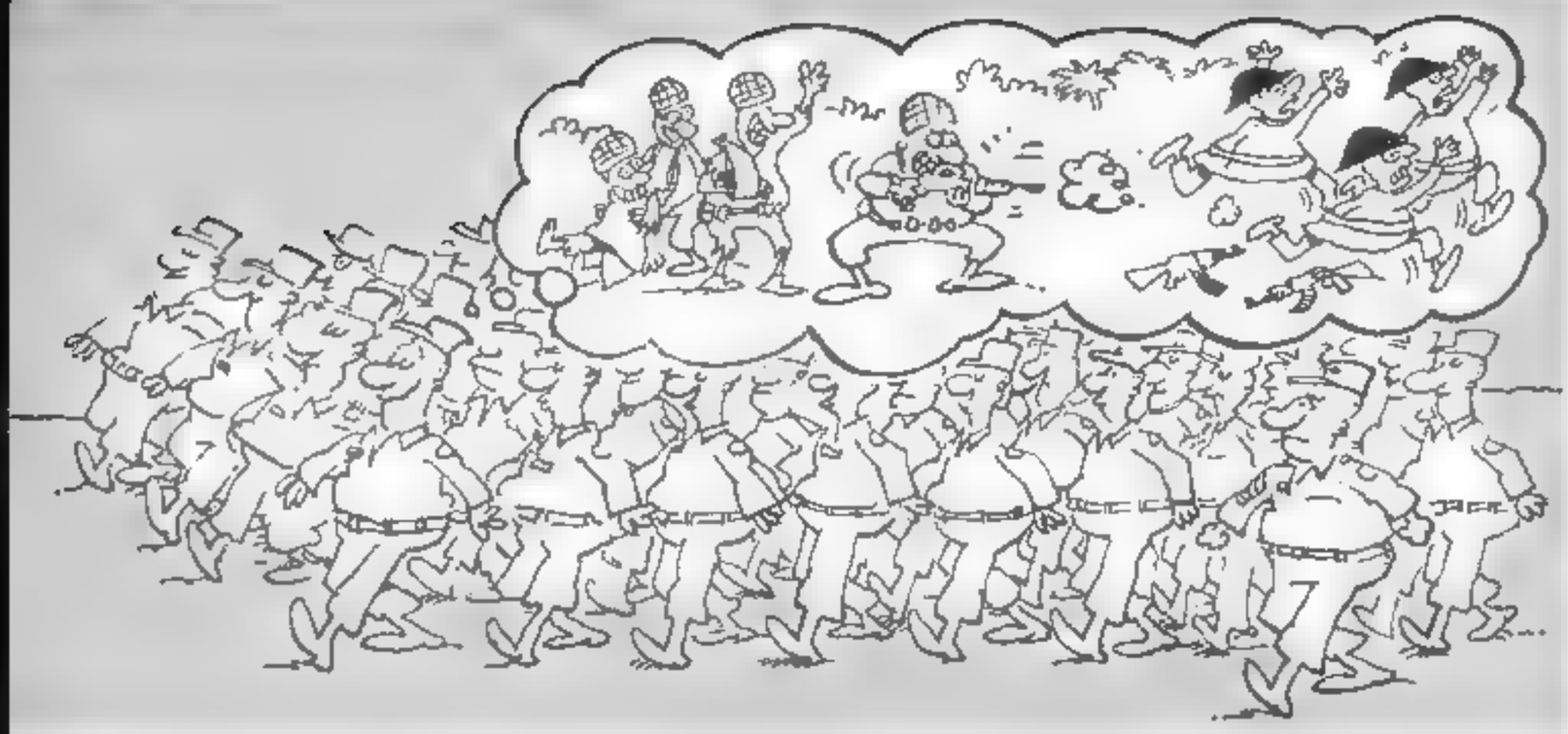


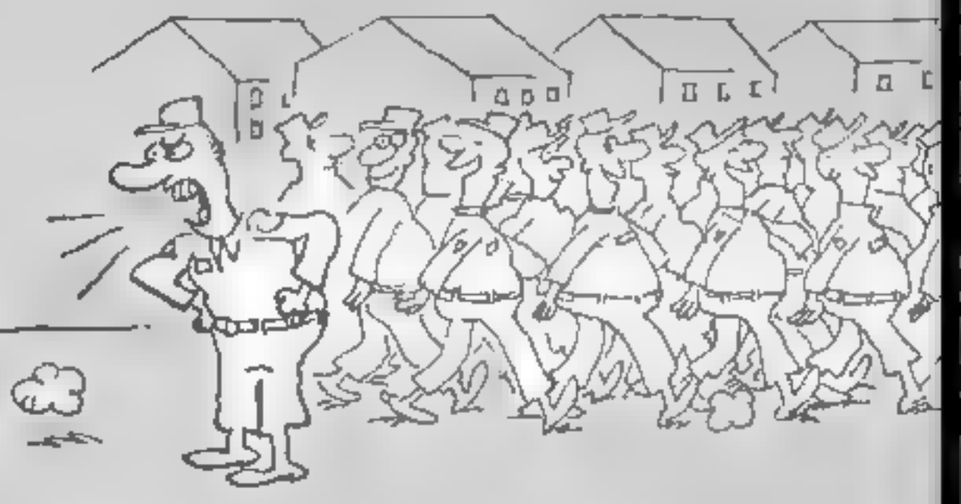
LATRINE

MOUTH
WASH




PIZZA
PIZZA
WE
DELIVER





ARAGONÈS

MANNEQUIN DEPRESSIVES DEPT.

Remember those awful Teddy Ruxpin, Strawberry Shortcake and Cabbage Patch dolls? Other than costing a mint, they never taught kids anything about the real world! *These* dolls do! Here's...

MAD's POLITICALLY INSPIRED DOLLS

ARTIST: RICK TULKA WRITER: DENNIS SNEE

LITTLE LILY WHITE

The South African Apartheid Doll

The free world may frown on South Africa's stupid racial apartheid policies, but you'll never see a frown on the face of little Lily White! From her white skin to her white party dress to her naturally blonde hair (no black roots), Little Lily desperately clings to the backward notion that one race is superior to another! Lily comes with her own carrying case with separate (but not equal) compartments for all your dolls of other colors!

TOKYO TOMMY

The Japanese Investor Doll

Tokyo Tommy is a happy doll who likes to do what many of our Japanese friends like to do—"Buy America." No, not American products—Tommy wants to buy America itself! Tommy doesn't come with accessories like a dollhouse or swimming pool. He comes with a big bag of Yen, so he can buy *your* dollhouse and swimming pool and golf course and office buildings and corporations! Tokyo Tommy...get him now—before a trade war develops!

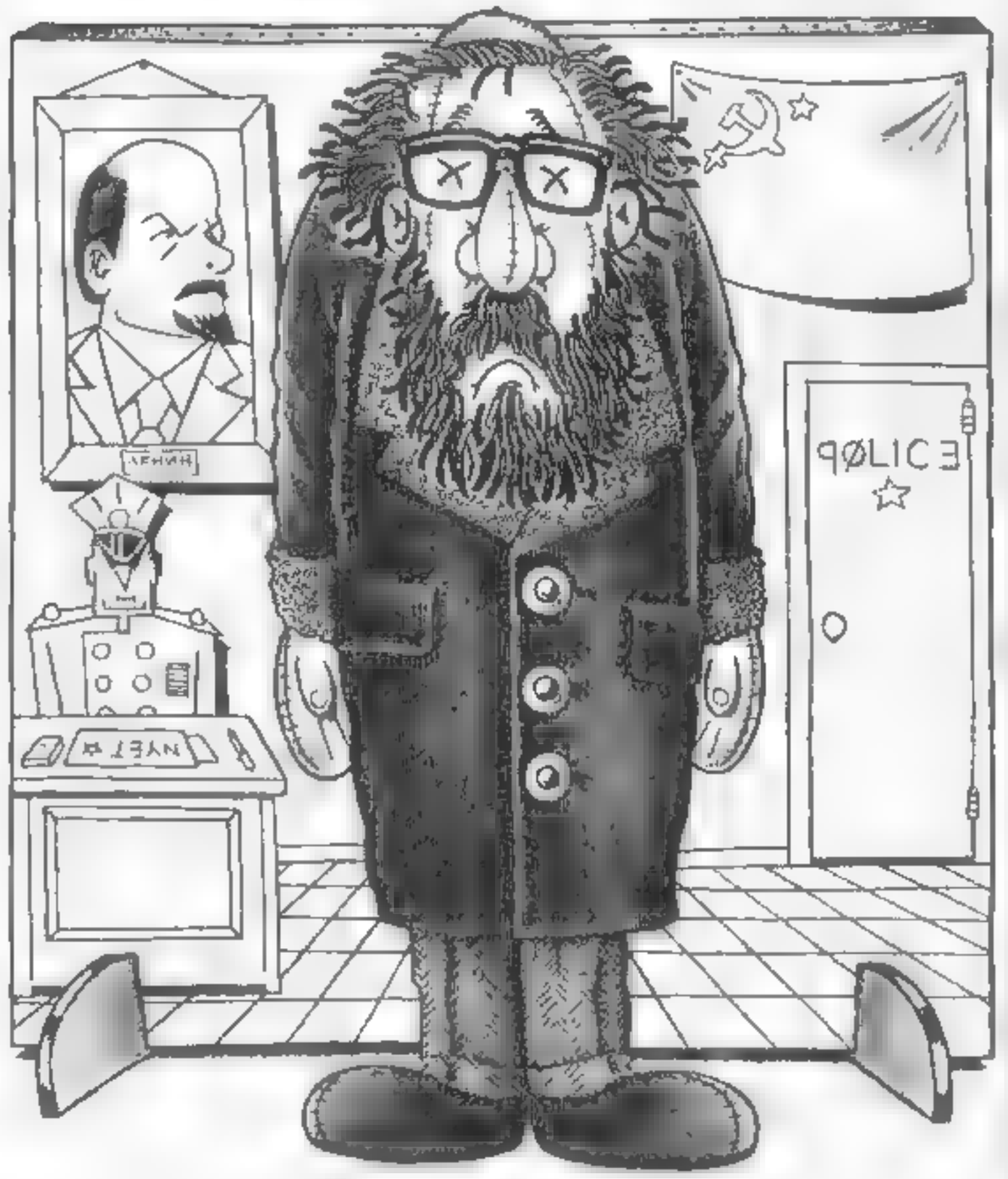
FURIOUS FREDDIE

The Unemployed English Soccer Fan Doll

Furious Freddie is the perfect doll to teach a child about England's lackluster economy and her insane sports fans at the same time! Furious Freddie is annoyed about not having a job, and livid about his soccer team's loss record! Mix the two and you have one steamed Englishman! Plus, learn about British weather *and* British temperament with his handy umbrella! It opens to reveal a cute, effective billy club! Furious Freddie—he's a riot!

NOT-SO-JOLLY ANATOLY

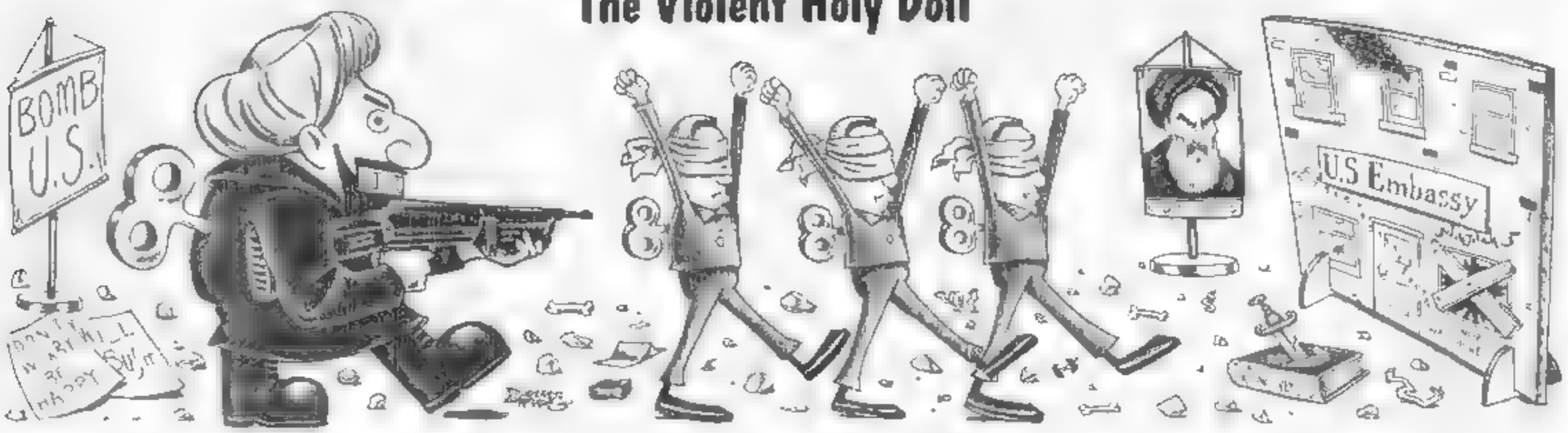
The Russian Refusenik Doll



Let Not-So-Jolly Anatoly introduce you to an unpleasant aspect of life in the Soviet Union—the policy of not allowing Russian "Refuseniks" to leave the country! Anatoly comes with a doll "house arrest" set that he can play inside (but not get out of)! You can buy Anatoly at a toy store near you, but he doesn't have permission to leave the store. You can't take him home! Educational fun for everyone!

DANGEROUS DAN OF IRAN

The Violent Holy Doll



Mom, if your children have the bad habit of leaving their other dolls lying around, introduce them to Dangerous Dan of Iran! Dan will not only take the other dolls hostage (in his "Occupied U.S. Embassy" Action Set—sold separately), he'll also teach your youngsters about maniacal nationalism and fanatic devotion to an unstable, paranoid leader! Dan also comes with changeable signs to fit the uprising of the moment!

CUDDLY CARLOS

The Columbian Cocaine Kingpin Doll

The perfect doll to introduce a tiny tot to the world of international drug trafficking! Cuddly Carlos comes with both his "home" (jungle fatigues) and "away" (business suit) outfits. Also includes lifelike toy attaché case containing lifelike toy Uzi —for dealing with those pesky drug enforcement agent dolls! And, look for Cuddly Carlos's remote jungle landing strip and bulletproof limousine action sets (each sold separately)!

ARGENTINE ANNIE

The Missing Political Prisoner Doll

Like many citizens of Argentina, Annie somehow "turned up missing" between the doll factory and the toy store. What you get are a box, clothes and accessories, but no doll! Anytime your little brother or sister misbehaves, take out Annie's empty cardboard box and remind them about what happens to those who disagree with the ruling party (you)! Argentine Annie—She's the doll lots of people are talking about, but not too many have seen lately!

BAN JOHNSON

The Disqualified Canadian Athlete Doll

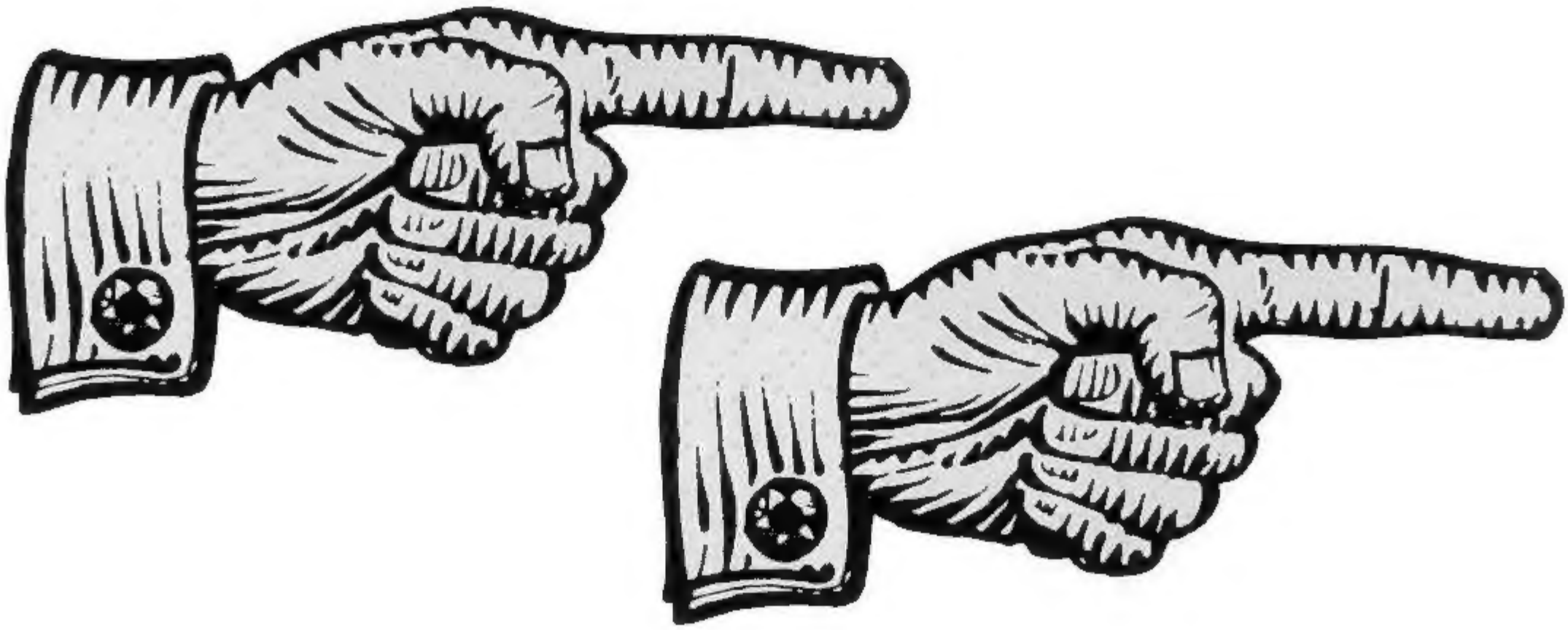
Ban will teach you all about big muscles and Olympic medals, the pluses of steroid use! Each doll comes with toy specimen jars for make-believe "testing," and an authentic miniature Olympic medal with velcro backing, so you can pretend to be the International Olympic Committee and rip the medal right off Ban's chest! Look for Ban's friends Hunky the Hungarian weightlifter and Olga, the Soviet Shotputter!

TALES FROM THE DUCK SIDE DEPT.

THE DREADED DENTAL DEBACLE

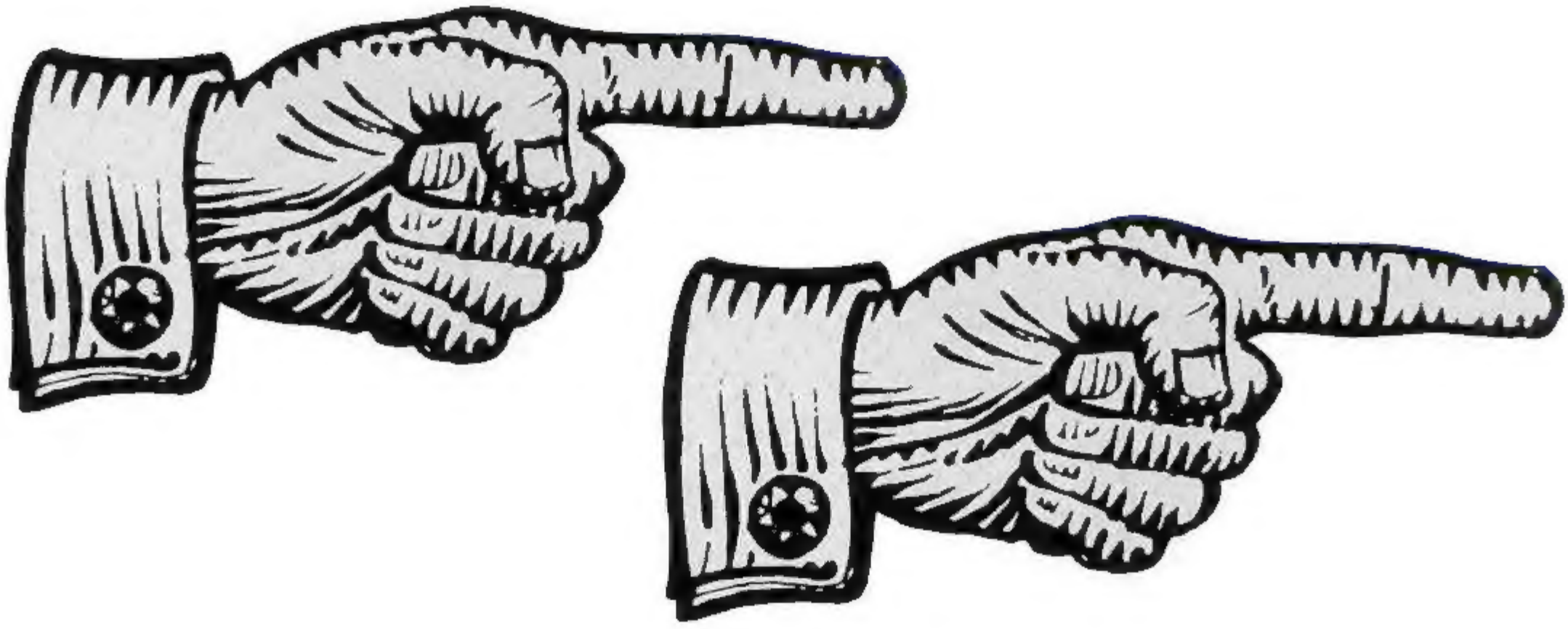
DOCTOR MARROW, JANE CIANCI IS ON THE PHONE AND SHE'S... DOCTOR? DOCTOR MARROW?
OKAY, TELL HER I'LL CALL HER BACK AS SOON AS I'M FINISHED WITH THIS ROOT CANAL, BEVERLY!
DUCK

ARTIST AND WRITER- DUCK EDWING



Nothing to see here!

Please skip ahead.



WHAT KIND OF PLAGUE HAS TODAY'S PARENTS FEELING SHELL-SHOCKED?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Kids are into something lately that's descended like a plague on many parents. To find out what it is, fold in page as shown in diagram on the right.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

NINE OUT OF TEN PARENTS AFFECTED BY THIS PLAGUE -- JUDGING FROM SOME OF THEIR COMMENTS--FEEL A TURN FOR THE BETTER ISN'T IN SIGHT. IT WILL STARTLE MANY OTHERS AS IT BECOMES A MAJOR STORY IN THE MEDIA!

A▶ ◀B

WHAT KIND OF PLAGUE HAS TODAY'S PARENTS FEELING SHELL-SHOCKED?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

NIN-
JA
TURTLE
MANIA!
A▶◀B

A SCENE WE'D LIKE TO SEE

EXXON

CHAIRMAN OF THE BOARD
EXXON CORPORATION

ANOTHER MAD MINI-POSTER